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SURVEYS OF CONSUMERS

SURVEY RESEARCH CENTER
UNIVERSITY OF MICHIGAN

Institute for Social Research

SURVEYS OF CONSUMERS

SEPTEMBER 1989

The August 1989 survey was the 254th in a series of Surveys of Consumers conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results for the total sample will differ by no more than 5 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant across samples.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

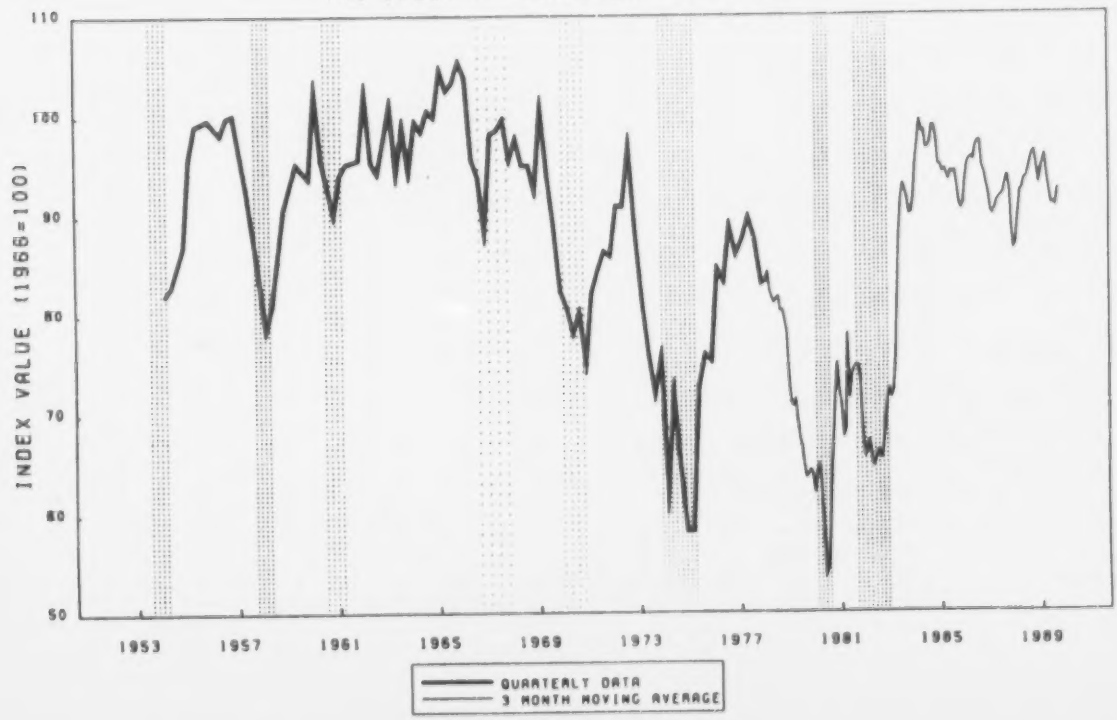


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $30,000	Families with incomes over $40,000
September 1986	91.9	99.5	102.1
October 1986	95.6	102.8	105.5
November 1986	91.4	97.5	98.7
December 1986	89.1	98.7	98.3
January 1987	90.4	101.2	104.0
February 1987	90.2	103.6	103.6
March 1987	90.8	97.8	96.1
April 1987	92.8	98.5	103.1
May 1987	91.1	97.7	99.2
June 1987	91.5	102.9	102.9
July 1987	93.7	102.5	104.0
August 1987	94.4	104.4	109.1
September 1987	93.6	100.6	104.3
October 1987	89.3	99.9	101.8
November 1987	83.1	87.7	90.5
December 1987	86.8	94.5	96.1
January 1988	90.8	99.0	99.9
February 1988	91.6	98.1	100.8
March 1988	94.6	103.7	104.6
April 1988	91.2	99.1	99.6
May 1988	94.8	106.6	108.3
June 1988	94.7	102.3	102.7
July 1988	93.4	100.5	103.9
August 1988	97.4	105.1	104.2
September 1988	97.3	102.8	105.4
October 1988	94.1	103.0	103.7
November 1988	93.0	102.0	101.0
December 1988	91.9	97.0	99.5
January 1989	97.9	108.4	106.8
February 1989	95.4	104.6	109.6
March 1989	94.3	98.6	100.0
April 1989	91.5	99.1	99.8
May 1989	90.7	100.6	100.3
June 1989	90.6	95.2	95.4
July 1989	92.0	103.2	101.9
August 1989	89.6	93.5	93.1
September 1989	95.8	104.1	103.0

CHART 2A - HISTORICAL SERIES

INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

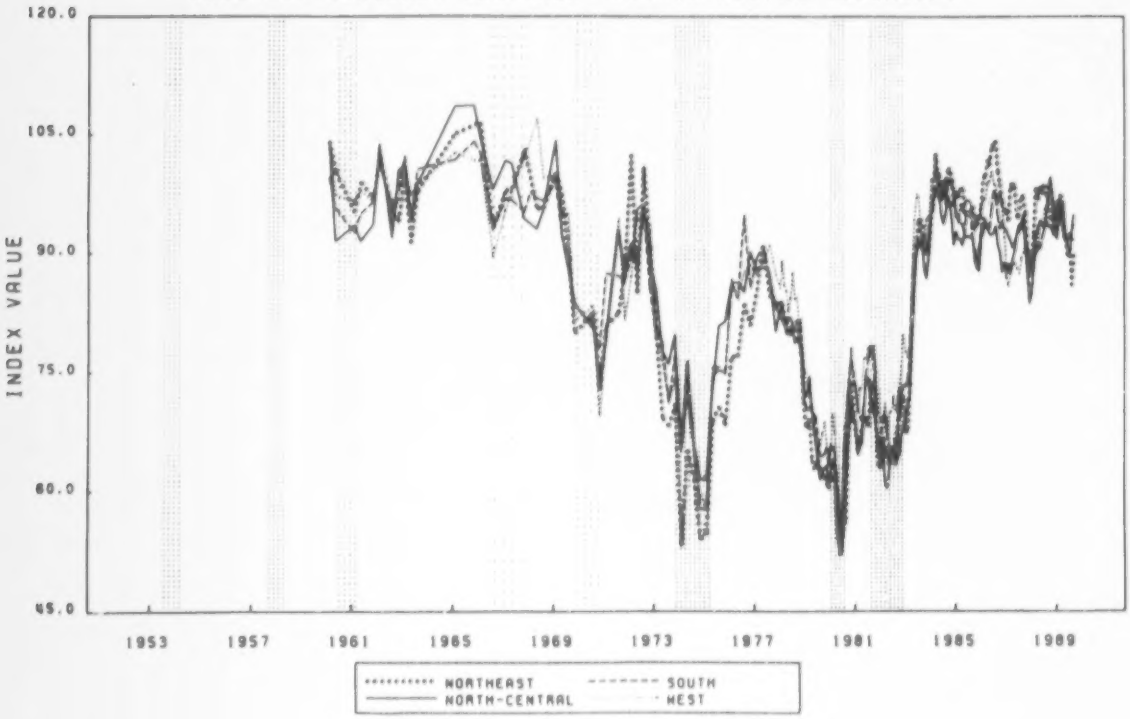


CHART 2B - HISTORICAL SERIES

INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

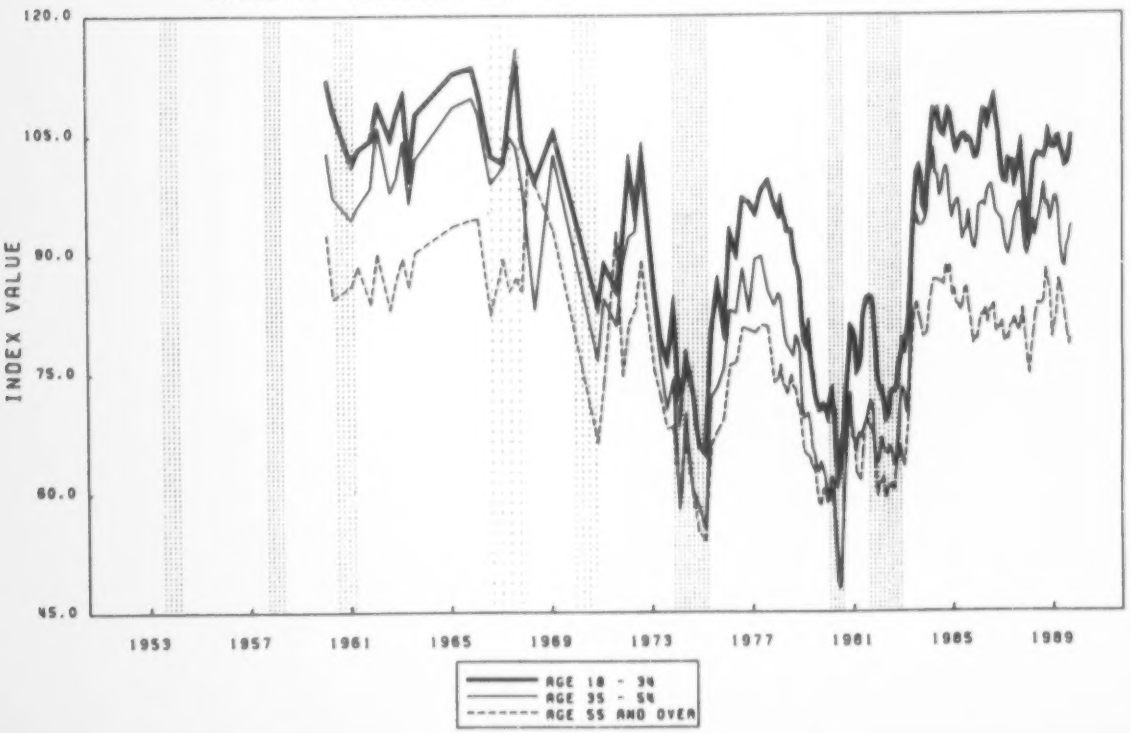


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

DATE OF SURVEY	CENSUS REGION				AGE OF RESPONDENT		
	North East	North Central	South	West	18-34	35-54	55+
September 1986	94.6	87.0	91.9	95.8	106.3	92.4	76.1
October 1986	99.1	90.0	96.5	99.3	102.5	97.3	85.7
November 1986	95.8	85.6	93.2	92.3	99.5	94.2	80.4
December 1986	91.8	90.4	89.5	84.0	98.0	91.3	78.3
January 1987	98.1	85.9	96.0	83.9	99.9	91.2	78.4
February 1987	92.4	89.5	90.7	89.2	99.1	89.2	81.5
March 1987	104.6	86.3	87.5	91.2	106.4	89.3	77.7
April 1987	99.4	91.7	93.7	87.2	99.0	95.1	83.5
May 1987	91.3	92.9	92.1	87.1	99.5	92.8	82.1
June 1987	92.5	92.2	91.5	89.7	99.0	95.5	80.0
July 1987	100.1	95.7	93.8	85.2	103.0	97.8	80.2
August 1987	99.0	91.0	95.2	93.2	103.3	95.8	80.8
September 1987	92.2	94.7	94.9	91.5	104.1	95.4	82.6
October 1987	93.8	87.2	88.3	89.1	92.0	89.9	86.2
November 1987	83.9	79.6	87.9	79.4	91.7	86.6	70.8
December 1987	83.4	83.6	90.4	89.2	94.1	92.9	73.6
January 1988	99.8	91.3	87.6	88.5	98.3	93.6	80.1
February 1988	93.7	92.1	92.8	86.3	102.5	90.3	79.9
March 1988	101.2	92.9	91.6	95.3	103.5	98.9	80.0
April 1988	94.9	93.9	88.6	89.0	100.0	87.5	86.6
May 1988	99.1	95.5	91.1	97.3	104.2	95.4	84.7
June 1988	98.1	91.2	95.9	95.2	103.1	102.0	79.5
July 1988	98.3	92.0	91.8	94.0	99.6	93.0	86.6
August 1988	95.7	100.9	94.4	98.5	103.6	101.7	86.3
September 1988	95.2	101.9	93.3	97.6	106.1	93.3	91.4
October 1988	91.8	96.1	92.9	96.6	105.8	94.6	82.0
November 1988	95.8	90.6	90.5	98.9	100.4	94.3	82.2
December 1988	90.8	90.2	96.1	88.0	103.7	97.1	73.9
January 1989	96.9	94.2	99.9	102.2	105.8	100.3	86.7
February 1989	103.5	99.2	88.8	93.6	104.3	94.2	86.7
March 1989	91.5	95.8	96.1	92.2	103.9	91.8	87.0
April 1989	83.9	94.6	93.4	90.3	101.0	87.5	83.8
May 1989	99.9	86.7	87.3	94.3	102.2	86.9	81.9
June 1989	84.7	91.2	94.4	89.8	100.0	90.4	81.1
July 1989	87.2	91.9	95.6	91.8	101.9	95.8	78.0
August 1989	85.2	93.6	85.0	95.7	105.7	88.9	76.1
September 1989	97.1	98.8	94.0	92.7	107.1	96.2	84.9

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

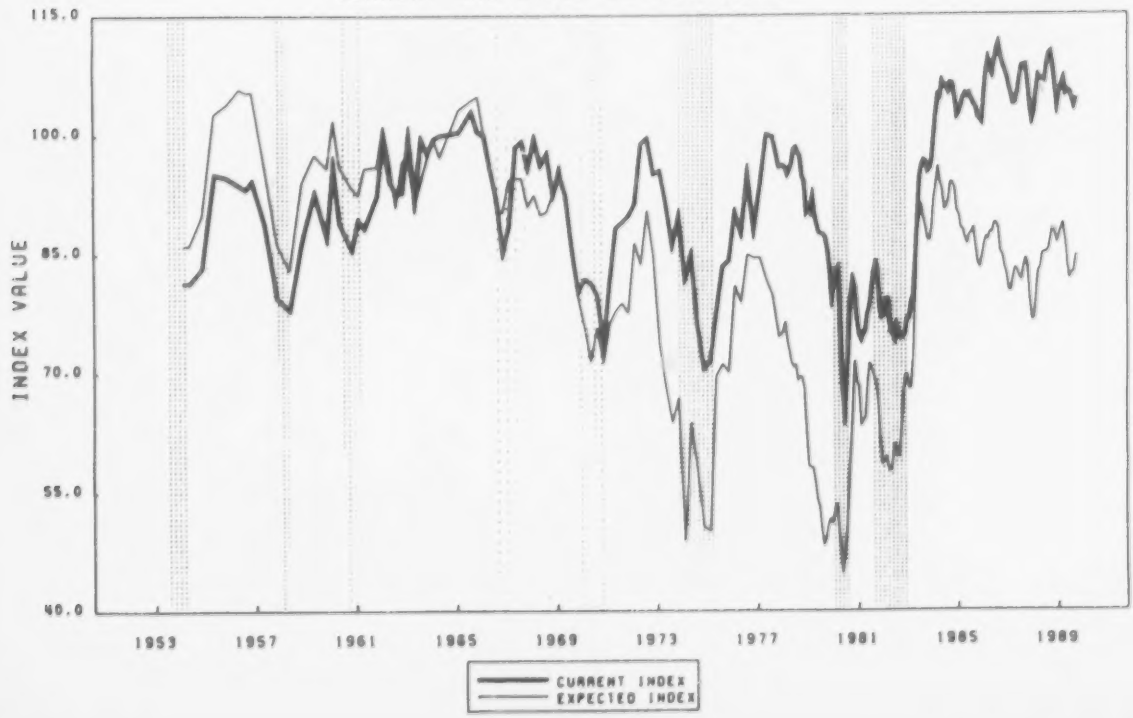


TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	INDEX COMPONENTS +						
	Personal finances		Business conditions				
	Current	Expected	12 months	5 years	Buying conds.	Current Index	Expected Index
	(1)	(2)	(3)	(4)	(5)	(1,5)	(2,3,4)
September 1986	120	127	115	84	161	108.3	81.3
October 1986	120	127	124	99	162	108.9	87.1
November 1986	121	121	120	87	155	106.7	81.6
December 1986	116	127	104	83	158	105.8	78.3
January 1987	120	130	117	77	152	105.1	80.9
February 1987	115	126	117	84	153	103.7	81.6
March 1987	114	122	121	92	152	102.5	83.3
April 1987	116	127	116	97	158	105.5	84.7
May 1987	117	121	114	89	161	107.4	80.6
June 1987	120	122	113	89	161	108.1	80.8
July 1987	123	123	118	94	162	109.9	83.3
August 1987	122	127	125	93	157	107.8	85.8
September 1987	119	124	122	92	162	108.3	84.2
October 1987	118	128	105	90	149	103.1	80.4
November 1987	115	118	93	80	142	99.3	72.7
December 1987	119	120	98	89	147	102.7	76.7
January 1988	122	131	110	84	154	106.2	80.9
February 1988	122	130	108	90	155	106.6	81.9
March 1988	127	133	114	96	156	109.1	85.2
April 1988	117	125	117	89	154	104.8	82.4
May 1988	111	127	125	98	165	106.5	87.3
June 1988	119	129	121	95	163	108.6	85.7
July 1988	120	128	106	96	167	110.7	82.3
August 1988	127	127	125	105	160	110.8	88.8
September 1988	127	133	125	102	157	109.4	89.5
October 1988	114	124	129	97	158	105.0	87.0
November 1988	112	128	122	97	156	103.3	86.3
December 1988	114	127	119	98	150	102.0	85.5
January 1989	121	131	128	103	165	110.3	89.9
February 1989	120	130	128	99	154	105.7	88.8
March 1989	116	131	123	98	156	104.8	87.6
April 1989	113	130	113	91	158	104.4	83.2
May 1989	121	125	107	89	157	107.1	80.1
June 1989	115	123	115	90	155	104.1	82.0
July 1989	112	123	124	96	152	102.1	85.5
August 1989	114	126	109	88	156	103.9	80.3
September 1989	117	129	127	101	161	107.1	88.6

(1) See Table 4.
(2) See Table 6.
(3) See Table 15.
(4) See Table 16.
(5) See Table 21.
+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

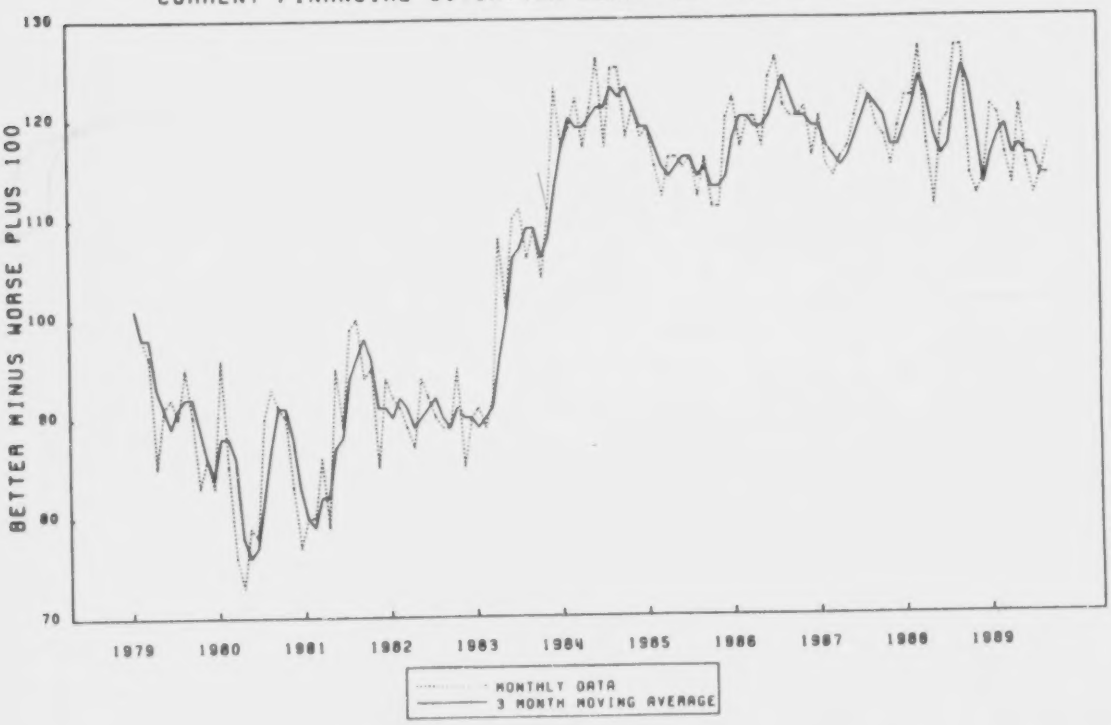


CHART 4 - HISTORICAL SERIES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

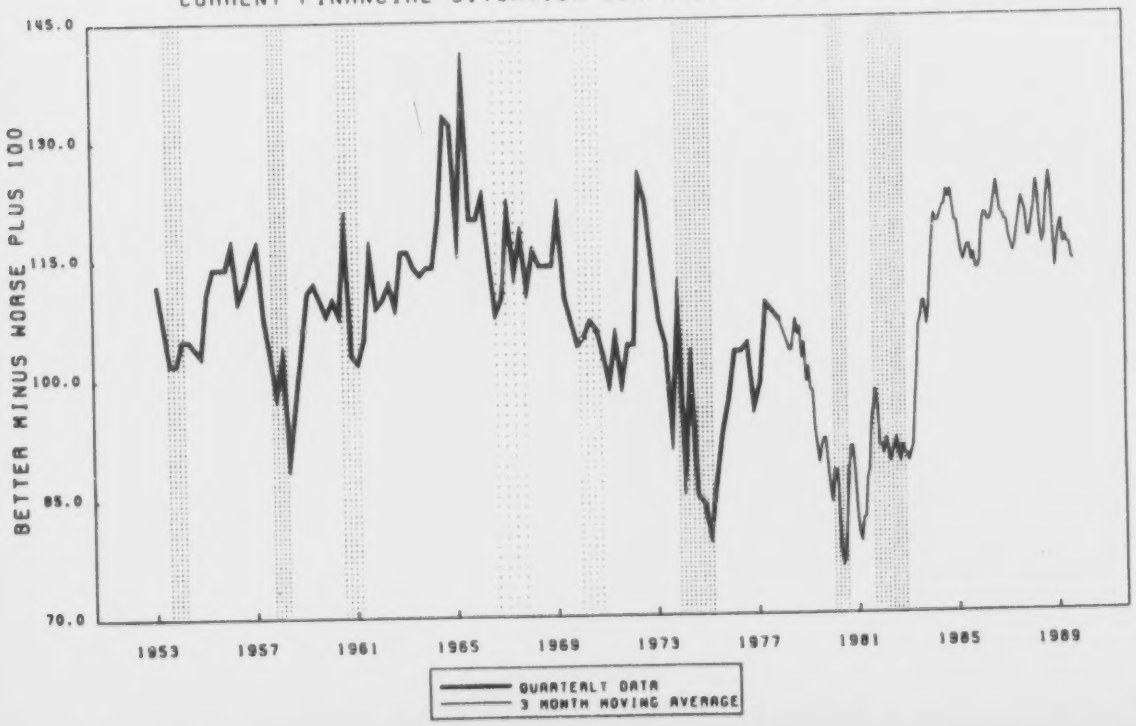


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
BETTER OFF	49%	42%	41%	39%	44%	44%	42%	42%	45%	38%	41%	41%	42%
SAME	28	30	30	36	33	31	32	29	31	38	30	32	32
WORSE OFF	22	28	29	25	23	24	26	29	24	23	29	27	25
DK,NA	1	*	*	*	*	1	*	*	*	1	*	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

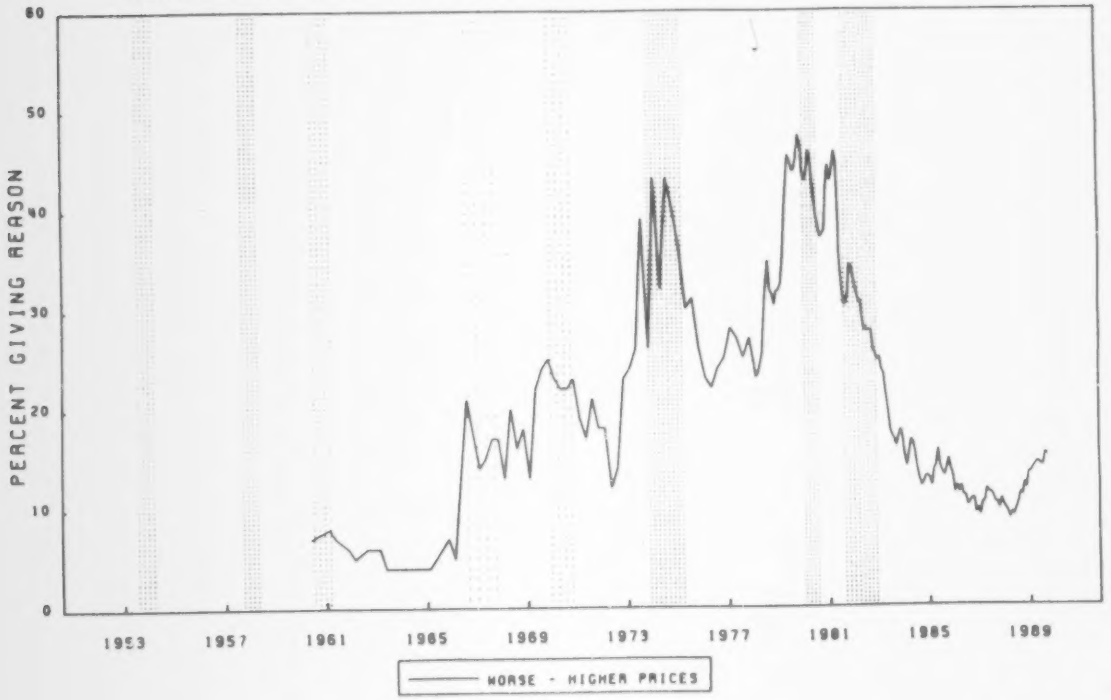


CHART 5B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

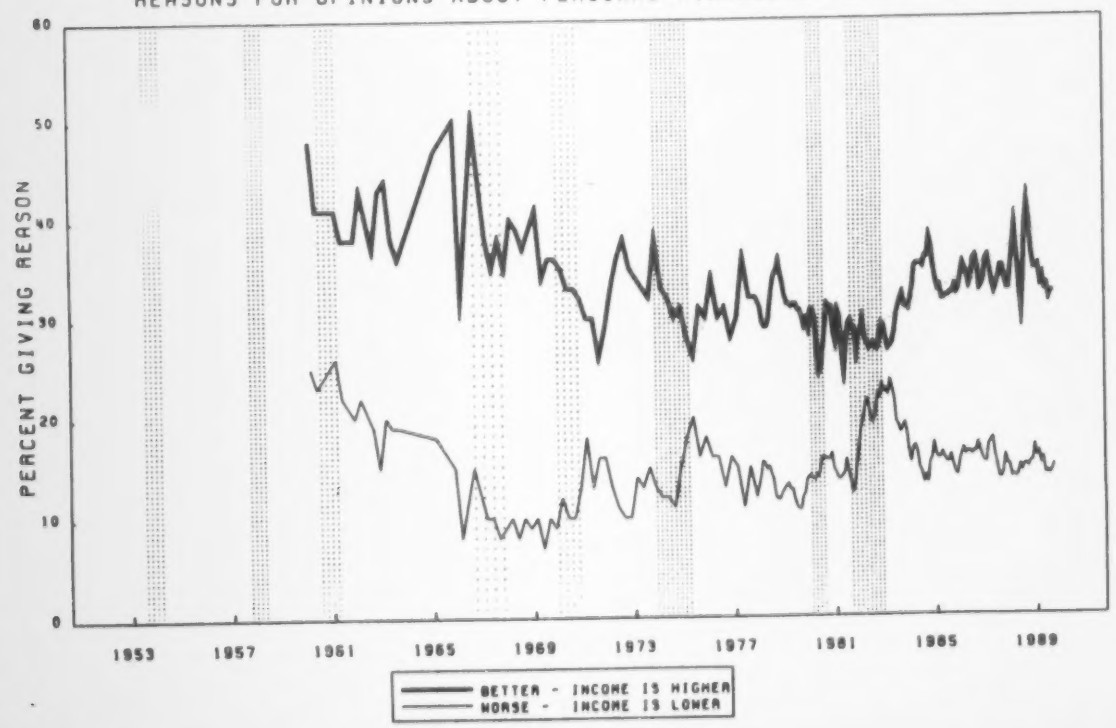


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
BETTER OFF THAN YEAR AGO:													
Income is higher	40%	34%	35%	35%	34%	36%	30%	36%	32%	31%	32%	34%	31%
WORSE OFF THAN YEAR AGO:													
Income is lower	12	18	16	17	14	18	13	16	13	14	15	14	16
Higher prices	9	15	11	14	15	12	15	16	12	14	16	16	13

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES

EXPECTED CHANGE IN FINANCIAL SITUATION

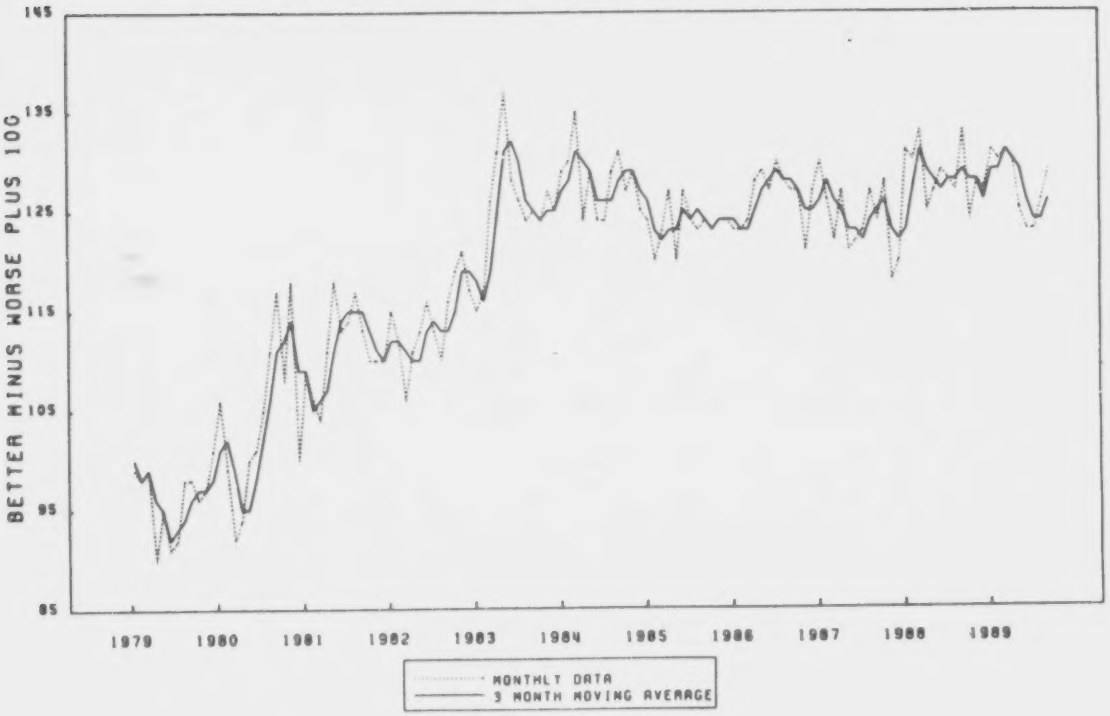


CHART 6 - HISTORICAL SERIES

EXPECTED CHANGE IN FINANCIAL SITUATION

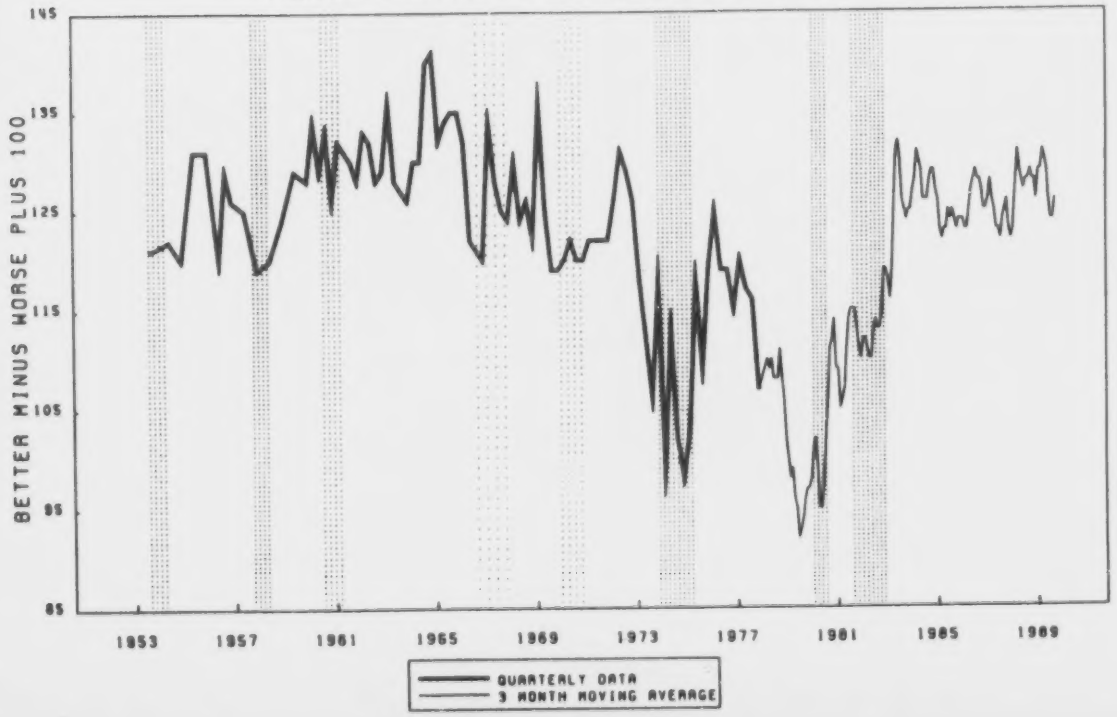


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
BETTER OFF	41%	36%	37%	39%	41%	40%	40%	41%	39%	34%	35%	37%	38%
SAME	47	48	49	46	47	46	49	46	45	52	50	49	49
WORSE OFF	8	12	9	12	10	10	9	11	14	11	12	11	9
DK,NA	4	4	5	3	2	4	2	2	2	3	3	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES

TREND IN PERSONAL FINANCIAL SITUATION

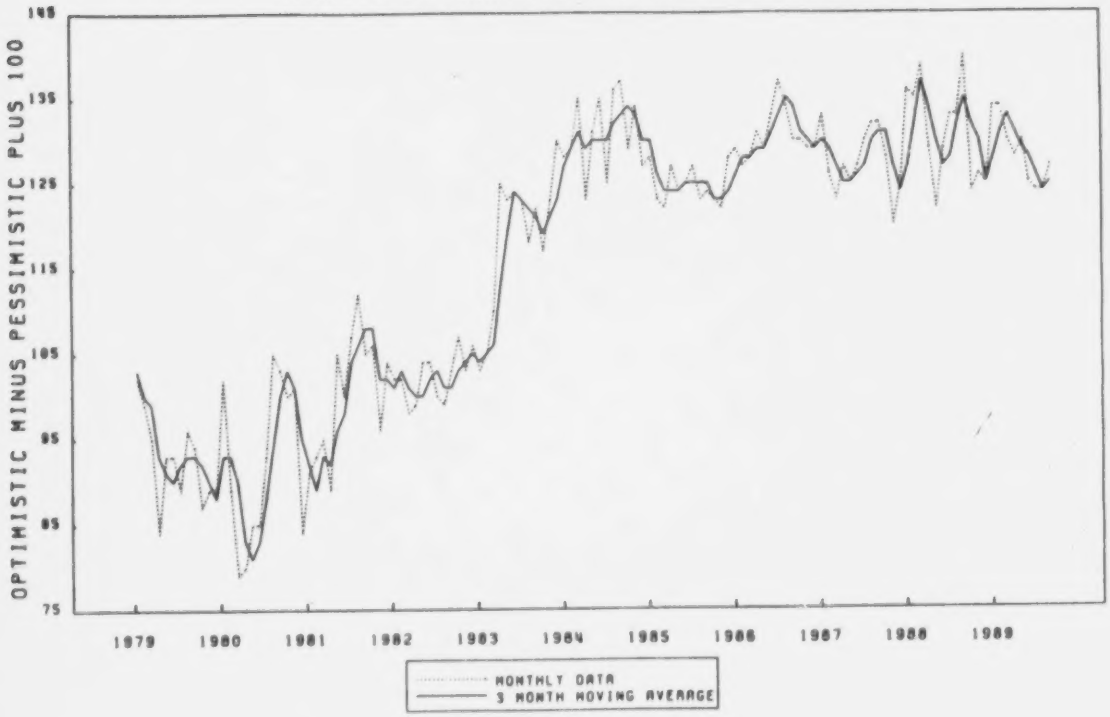


CHART 7 - HISTORICAL SERIES

TREND IN PERSONAL FINANCIAL SITUATION

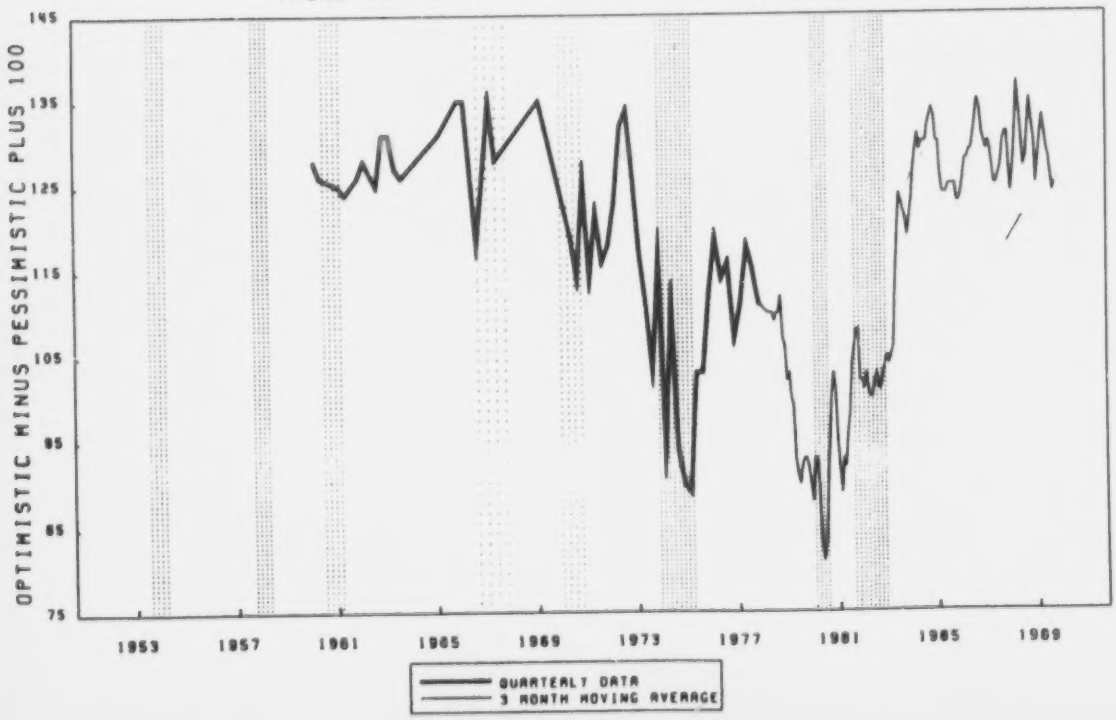


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	25%	20%	21%	22%	23%	22%	20%	21%	21%	16%	19%	20%	24%
Intermittant increase (b)	28	25	25	23	29	29	29	27	31	28	28	25	24
Remain unchanged (c)	17	18	18	20	18	17	18	17	14	22	18	20	19
Intermittant decline (d)	10	15	16	16	13	12	15	13	18	15	15	16	17
Continuous decline (e)	3	6	4	4	5	5	4	7	4	4	8	5	4
Mixed change (f)	12	11	11	11	10	11	12	13	9	11	9	10	8
DK,NA	5	5	5	4	2	4	2	2	3	4	3	4	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES

MEDIAN EXPECTED CHANGE IN FAMILY INCOME

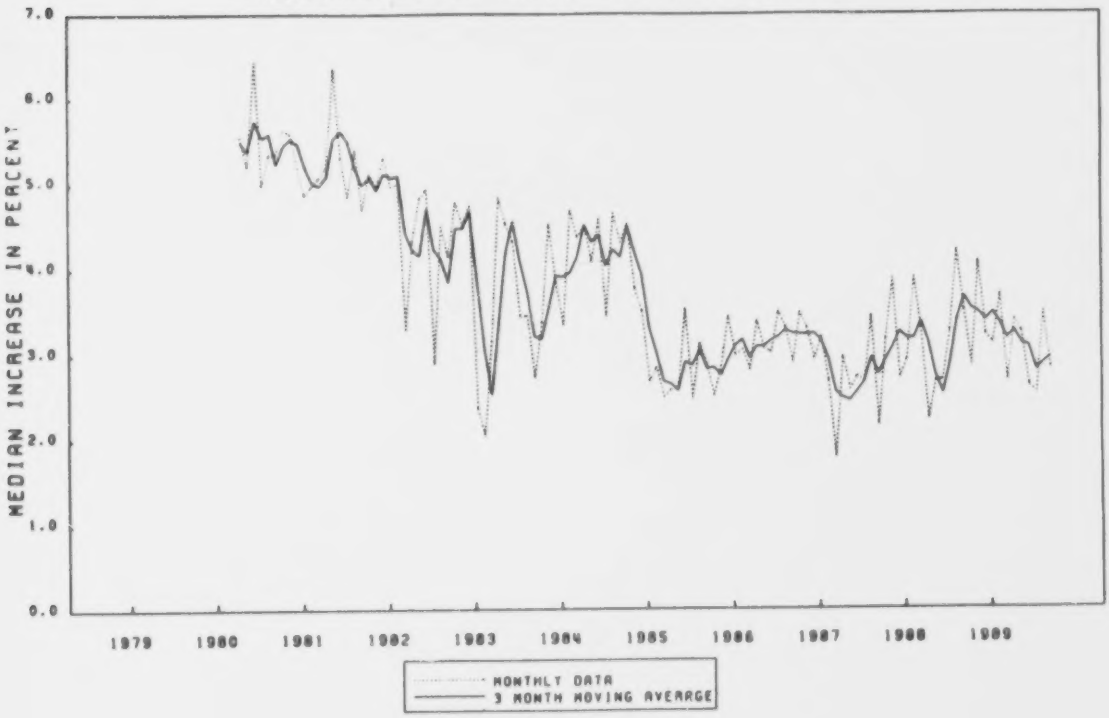


CHART 8 - HISTORICAL SERIES

MEDIAN EXPECTED CHANGE IN FAMILY INCOME

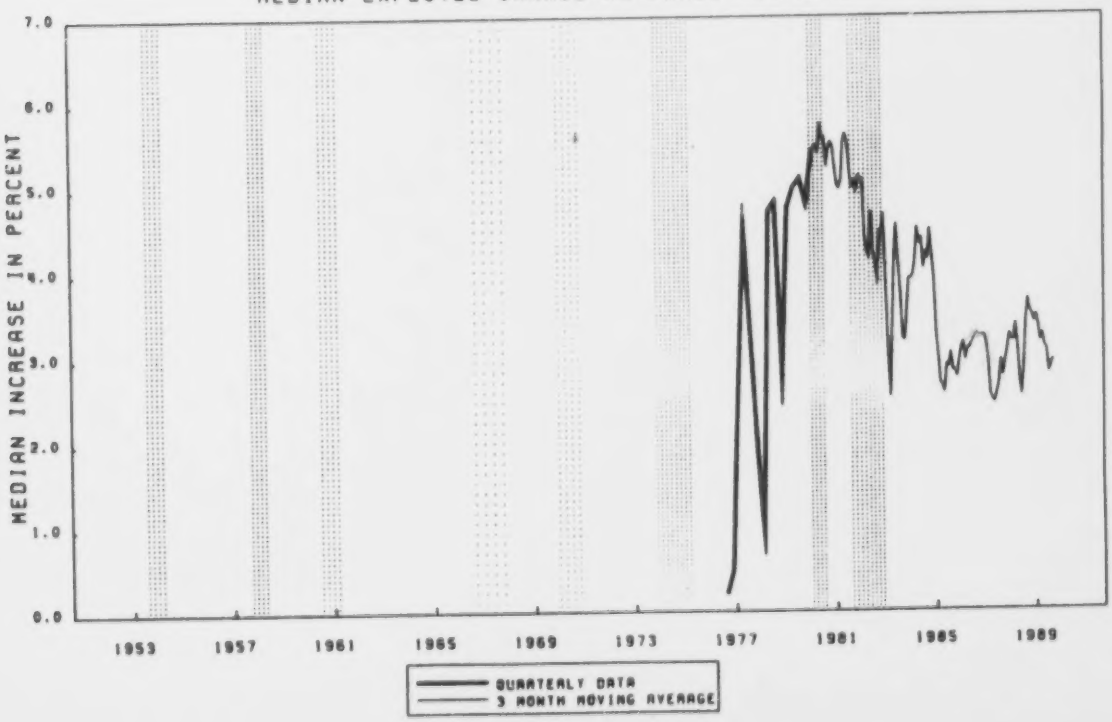


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
EXPECT INCREASE:													
1-4%	16%	16%	18%	21%	15%	17%	16%	17%	16%	18%	15%	15%	16%
5%	10	12	11	11	9	15	10	12	9	11	9	13	10
6-9%	8	6	9	7	10	7	7	7	7	6	6	8	7
10-24%	16	15	15	15	14	15	14	15	17	14	16	17	15
25% or more	8	6	7	6	8	7	7	7	8	6	6	6	5
DK how much up	6	5	7	4	4	5	5	5	4	5	6	3	5
EXPECT SAME	25	27	20	22	27	22	27	23	26	27	31	26	25
EXPECT DOWN	10	12	11	13	13	11	14	12	12	12	10	12	15
DK,NA	1	1	2	1	*	1	*	2	1	1	1	*	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES

INCOME OR PRICES UP MORE NEXT YEAR

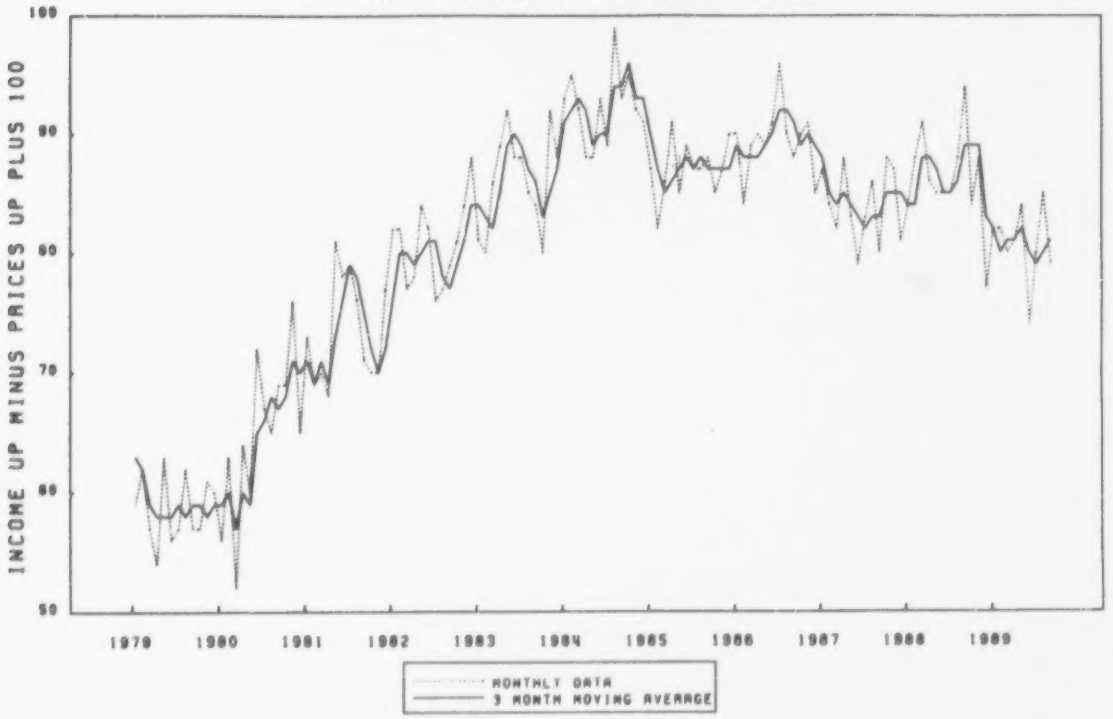


CHART 9 - HISTORICAL SERIES

INCOME OR PRICES UP MORE NEXT YEAR

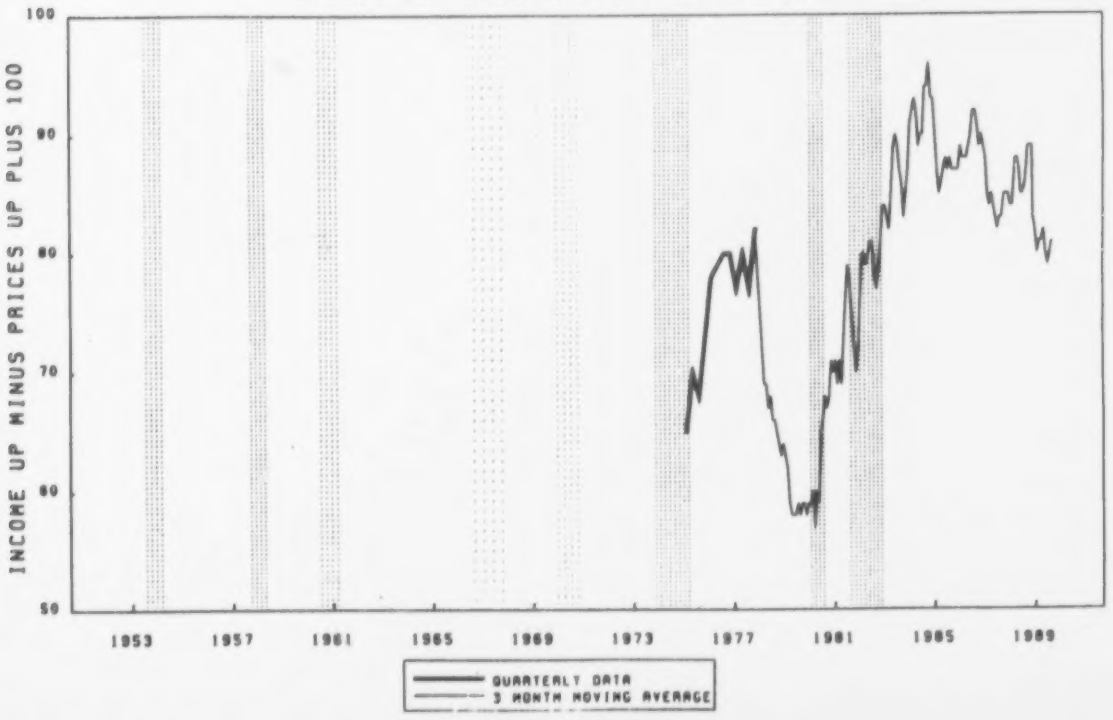


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
INCOME UP MORE	25%	18%	21%	17%	19%	18%	17%	18%	22%	16%	19%	21%	19%
INCOME UP SAME	41	46	43	41	41	43	44	43	37	39	40	39	39
PRICES UP MORE	31	34	33	40	37	36	37	37	38	42	39	36	40
DK,NA	3	2	3	2	3	3	2	2	3	3	2	4	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

CHART 10 - RECENT CHANGES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

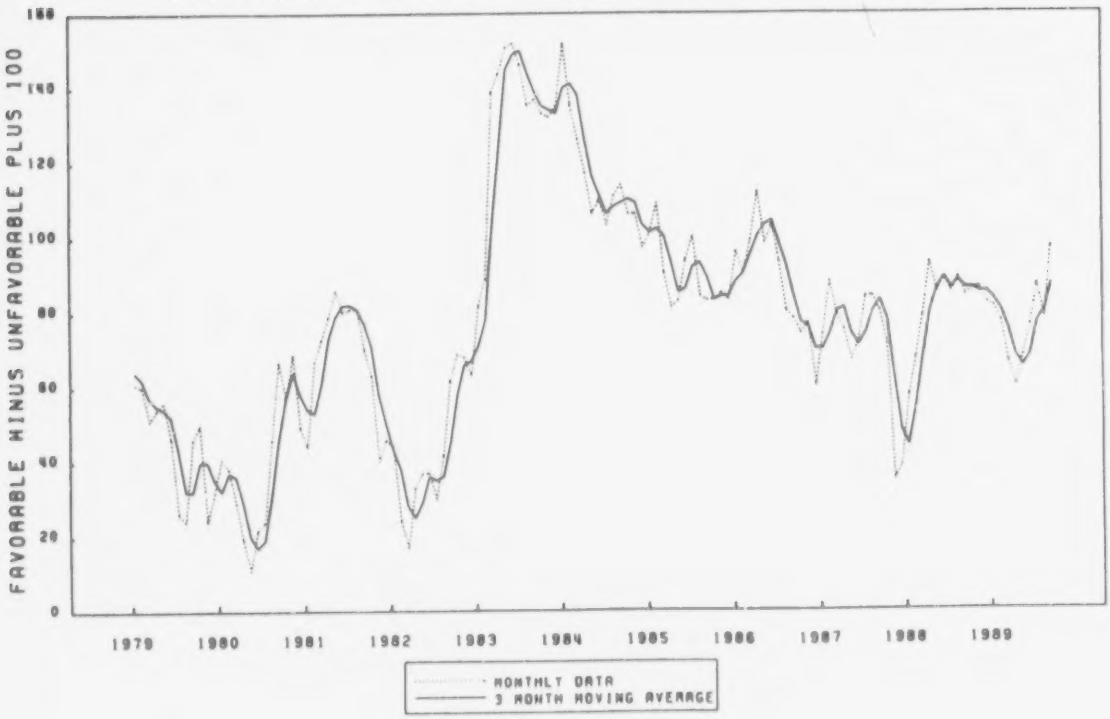


CHART 10 - HISTORICAL SERIES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

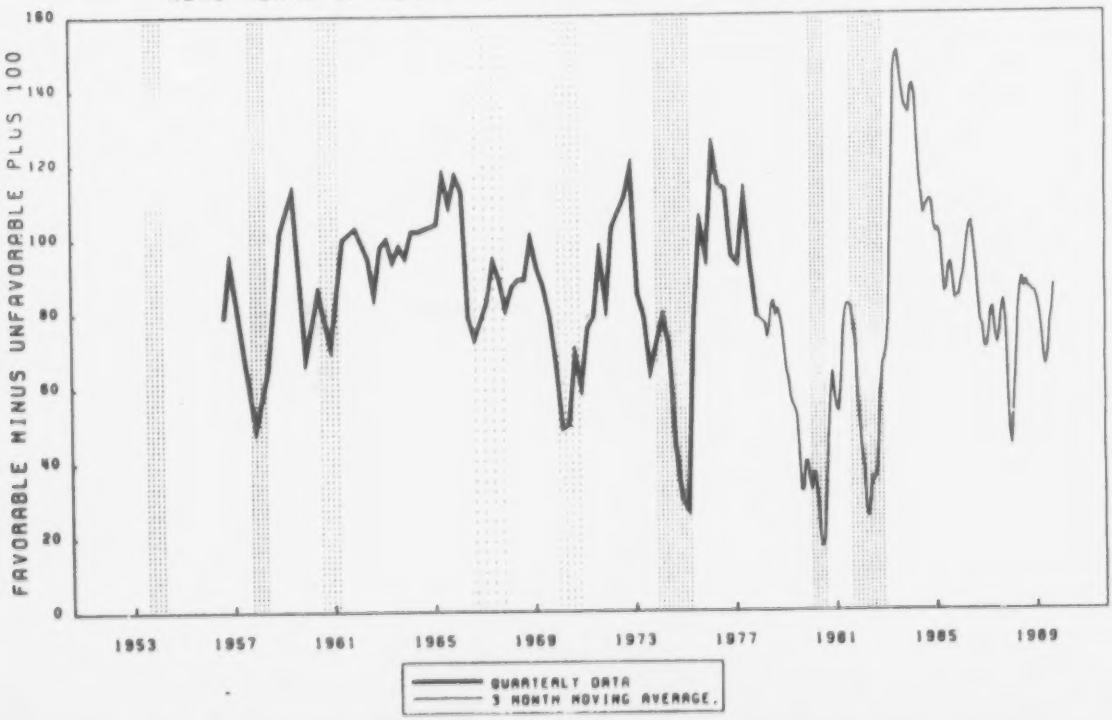


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
FAVORABLE NEWS	32%	29%	25%	30%	24%	27%	22%	18%	22%	23%	28%	23%	29%
UNFAVORABLE NEWS	48	43	39	48	43	50	56	58	54	47	41	45	32
NO MENTIONS	46	52	54	50	55	48	49	48	48	53	50	53	56

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

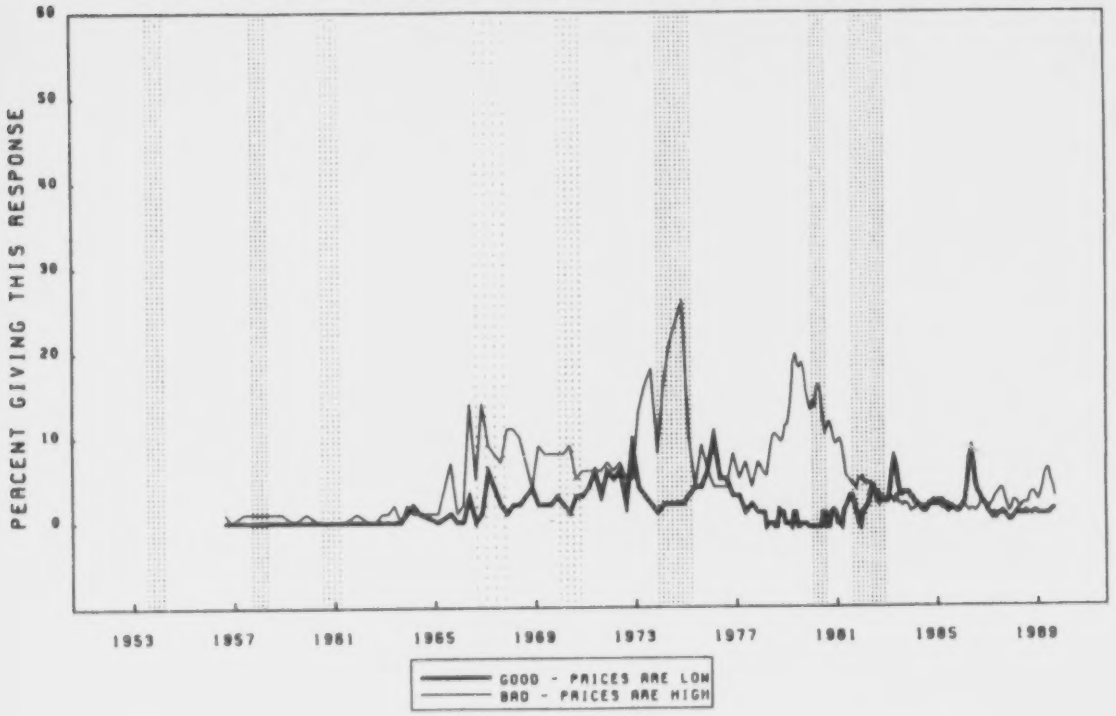


CHART 11B - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

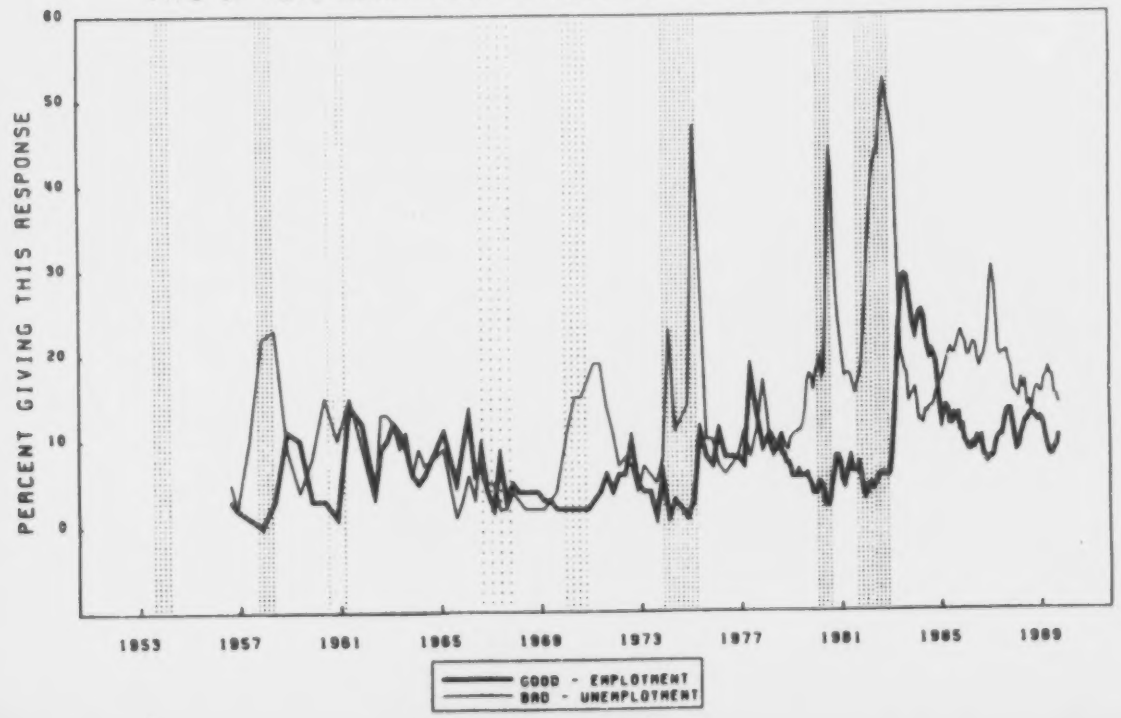


TABLE 11

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
FAVORABLE NEWS:													
Government; elections	3%	2%	2%	4%	2%	5%	3%	1%	1%	1%	*	2%	2%
Employment	11	12	13	12	11	10	8	8	8	8	10	9	12
Higher consumer demand	2	2	2	2	2	1	1	3	2	1	2	1	1
Lower prices	1	1	1	1	*	1	1	*	1	1	1	2	1
Easier credit	1	1	1	1	1	1	1	*	1	4	6	5	4
Stock market	2	2	1	1	2	1	1	1	2	2	2	1	3
Trade deficit	3	2	1	1	1	1	1	1	1	*	1	1	1
UNFAVORABLE NEWS:													
Government; elections	3	5	6	7	7	7	5	4	4	4	5	3	4
Unemployment	18	17	13	16	17	18	17	20	15	17	13	15	14
Lower consumer demand	3	3	2	2	2	4	3	2	4	3	3	3	2
Higher prices	5	3	2	3	2	4	6	6	6	6	2	4	2
Tighter credit	6	4	2	6	4	5	10	12	10	5	3	2	1
Stock market	2	3	3	4	1	1	2	2	2	1	1	1	1
Trade deficit	1	1	4	2	2	3	3	3	2	3	5	3	2

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 12 - RECENT CHANGES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

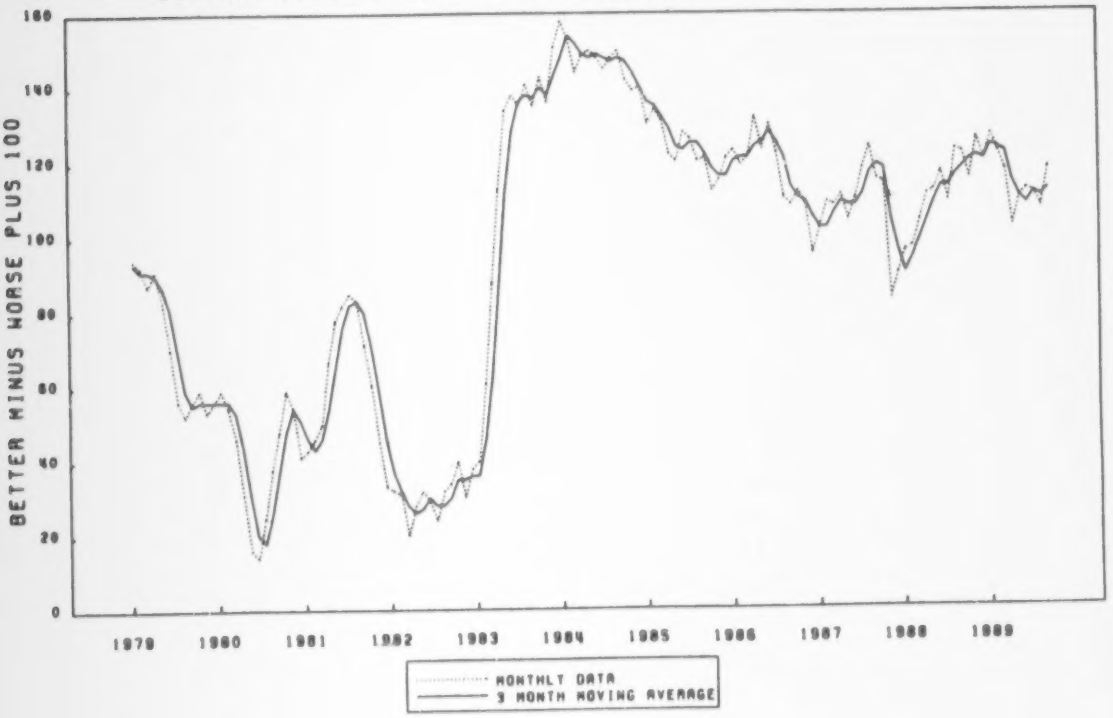


CHART 12 - HISTORICAL SERIES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

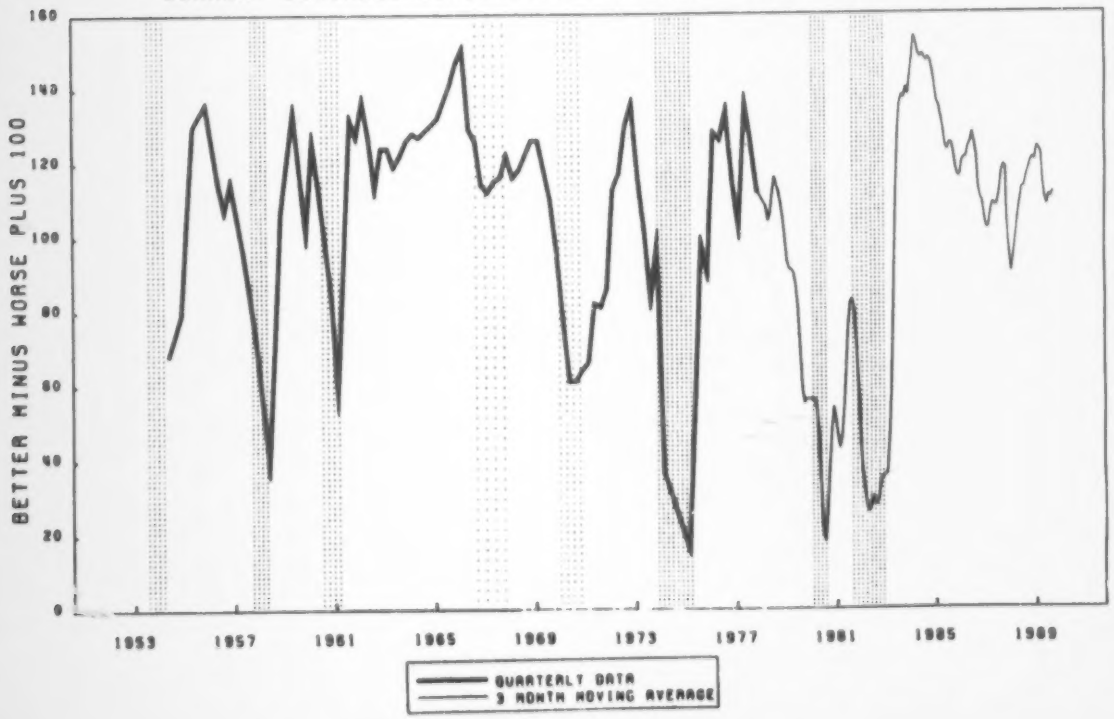


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
BETTER NOW	50%	46%	54%	49%	53%	48%	47%	41%	44%	45%	43%	42%	48%
SAME	20	21	17	20	19	22	22	18	19	18	22	21	19
WORSE NOW	28	31	28	29	26	26	30	39	34	33	32	35	30
DK,NA	2	2	1	2	2	4	1	2	3	4	3	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 13 - RECENT CHANGES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

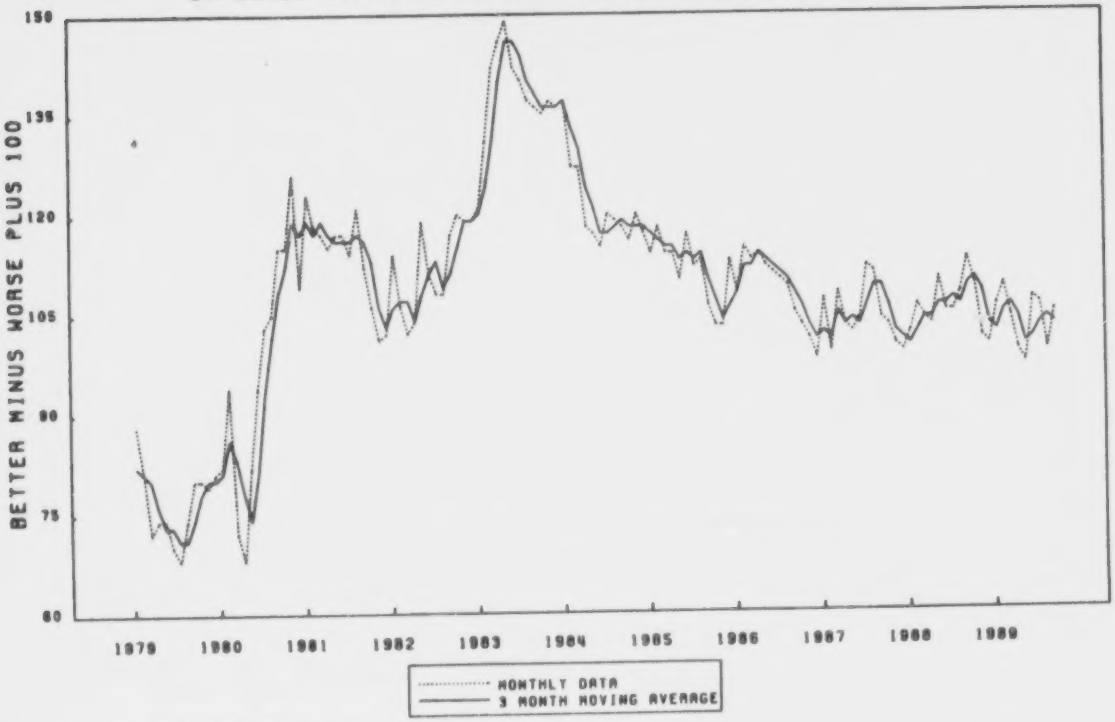


CHART 13 - HISTORICAL SERIES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

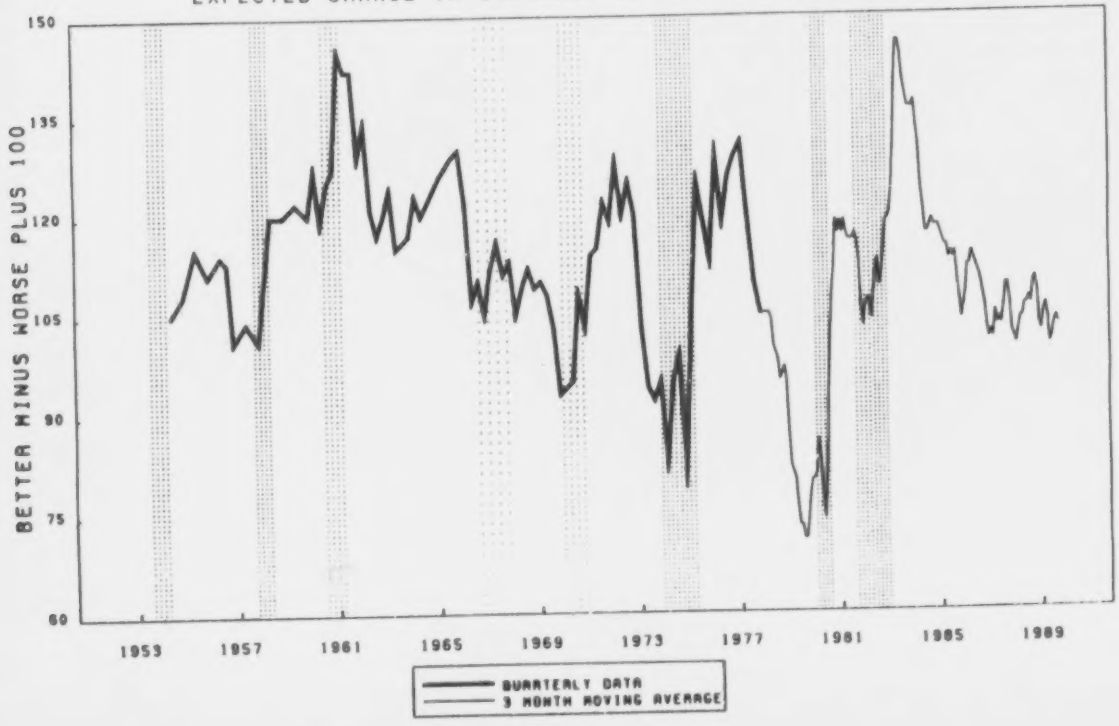


TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
BETTER	27%	23%	19%	19%	23%	26%	22%	20%	19%	24%	20%	18%	21%
SAME	55	59	60	59	56	54	59	57	56	57	63	60	59
WORSE	14	14	18	19	17	17	18	21	22	17	14	19	16
DK,NA	4	4	3	3	4	3	1	2	3	2	3	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 14 - RECENT CHANGES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

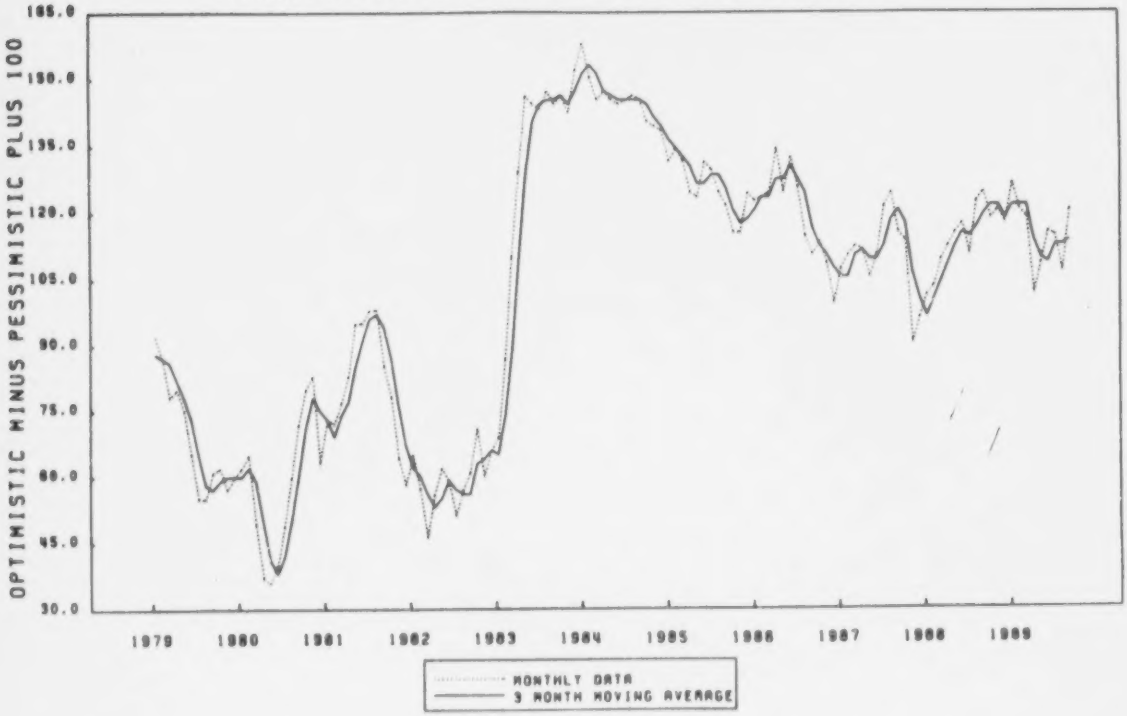


CHART 14 - HISTORICAL SERIES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

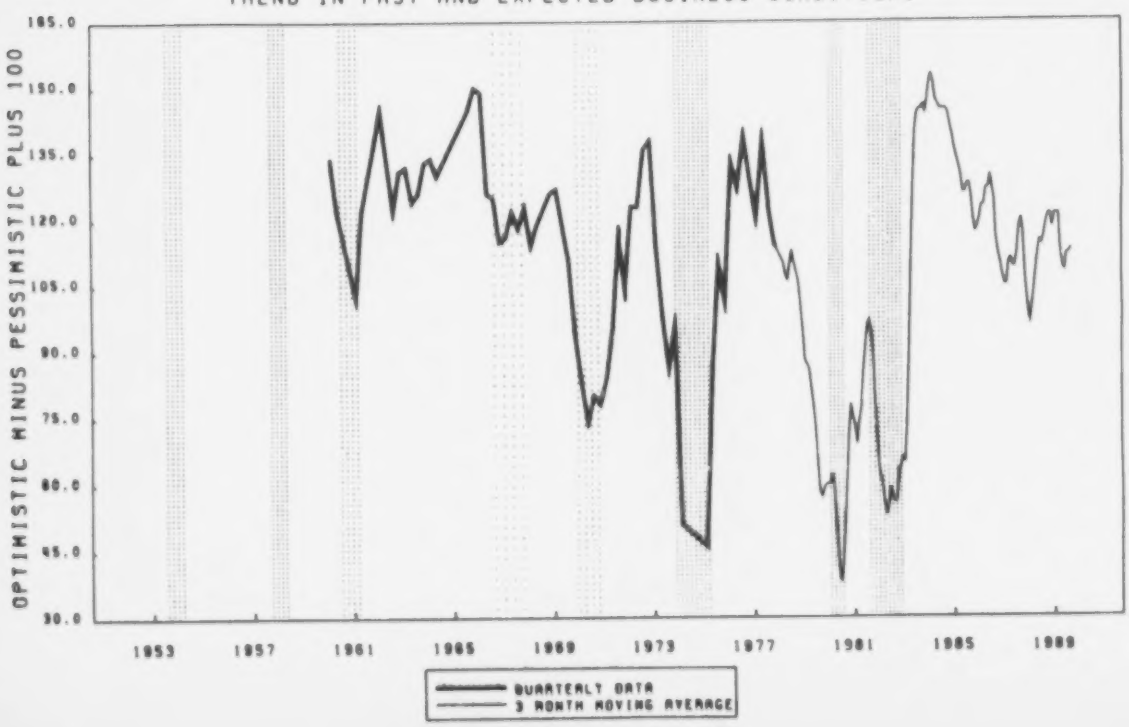


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
TREND:													
Continuous increase (a)	18%	15%	13%	10%	16%	18%	12%	14%	13%	15%	14%	11%	14%
Intermittant increase (b)	31	31	35	35	34	28	33	24	29	30	30	29	34
Remain unchanged (c)	11	13	10	12	11	13	16	13	12	12	16	14	12
Intermittant decline (d)	19	19	21	19	16	21	16	24	20	18	20	22	18
Continuous decline (e)	6	9	7	9	8	5	11	13	14	12	10	12	10
Mixed change (f)	9	7	10	10	9	10	9	8	7	6	4	7	6
DK,NA	6	6	4	5	6	5	3	4	5	7	6	5	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

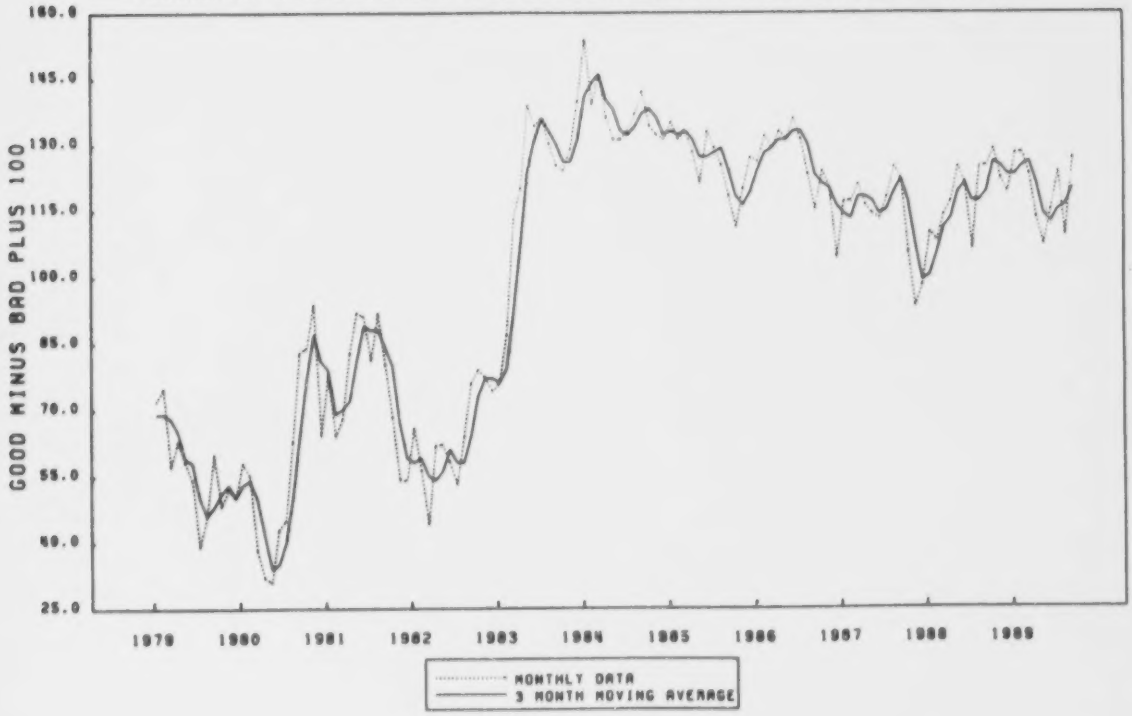


CHART 15 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

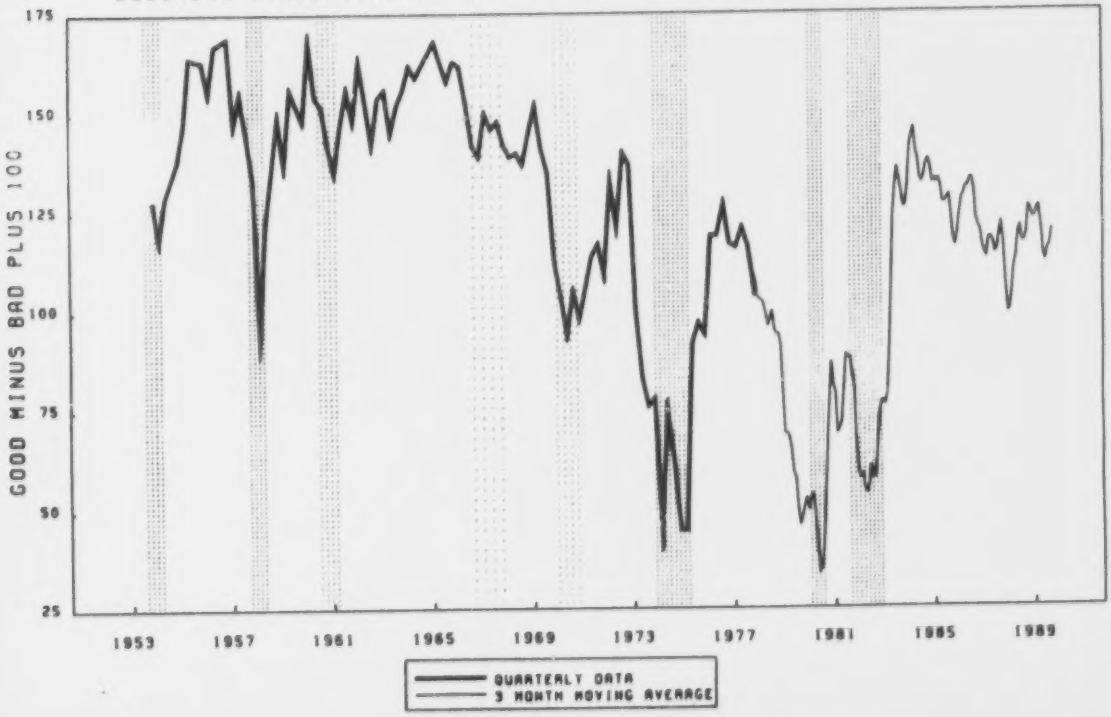


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
GOOD TIMES	53%	54%	53%	52%	56%	56%	55%	49%	46%	48%	53%	46%	55%
UNCERTAIN; GOOD & BAD	5	7	4	5	4	3	4	3	4	5	4	6	4
BAD TIMES	28	25	31	33	28	28	32	36	39	33	29	37	28
DON'T KNOW	9	8	7	5	7	9	5	6	6	9	7	4	6
NOT ASCERTAINED	5	6	5	5	5	4	4	6	5	5	7	7	7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

CHART 16 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

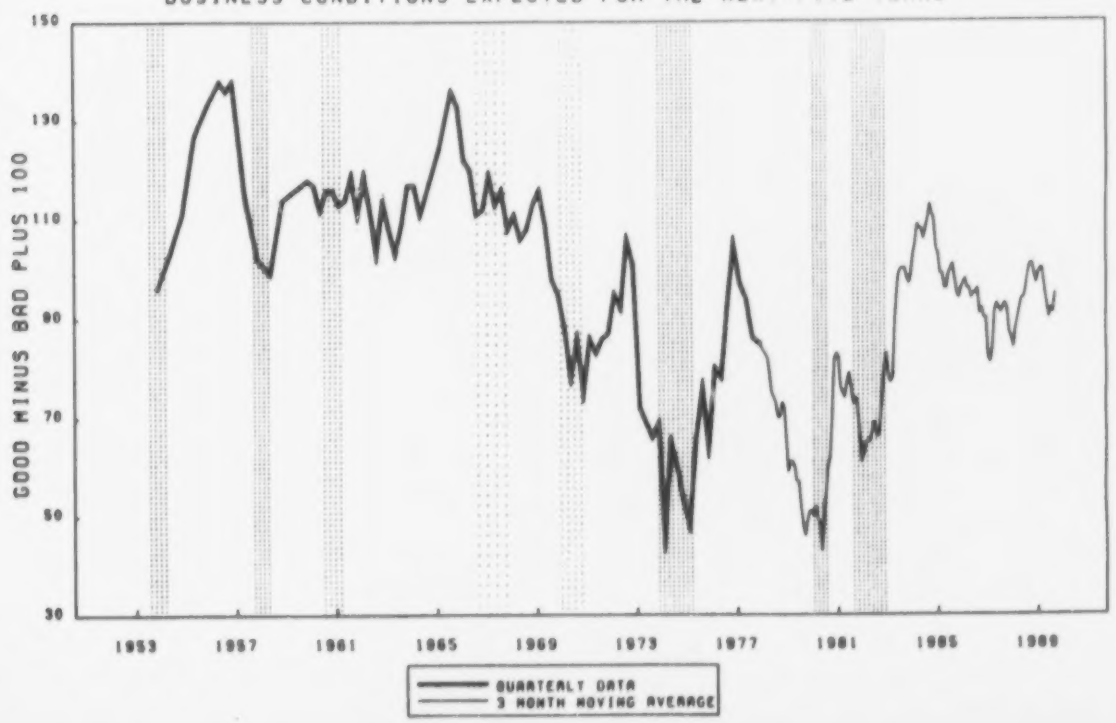


TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
GOOD TIMES	41%	40%	40%	41%	45%	41%	40%	37%	36%	37%	39%	33%	41%
UNCERTAIN; GOOD & BAD	17	12	14	12	9	12	14	13	13	12	13	13	13
BAD TIMES	39	43	43	43	42	42	42	46	47	47	43	45	40
NOT ASCERTAINED	3	5	3	4	4	5	4	4	4	4	5	9	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

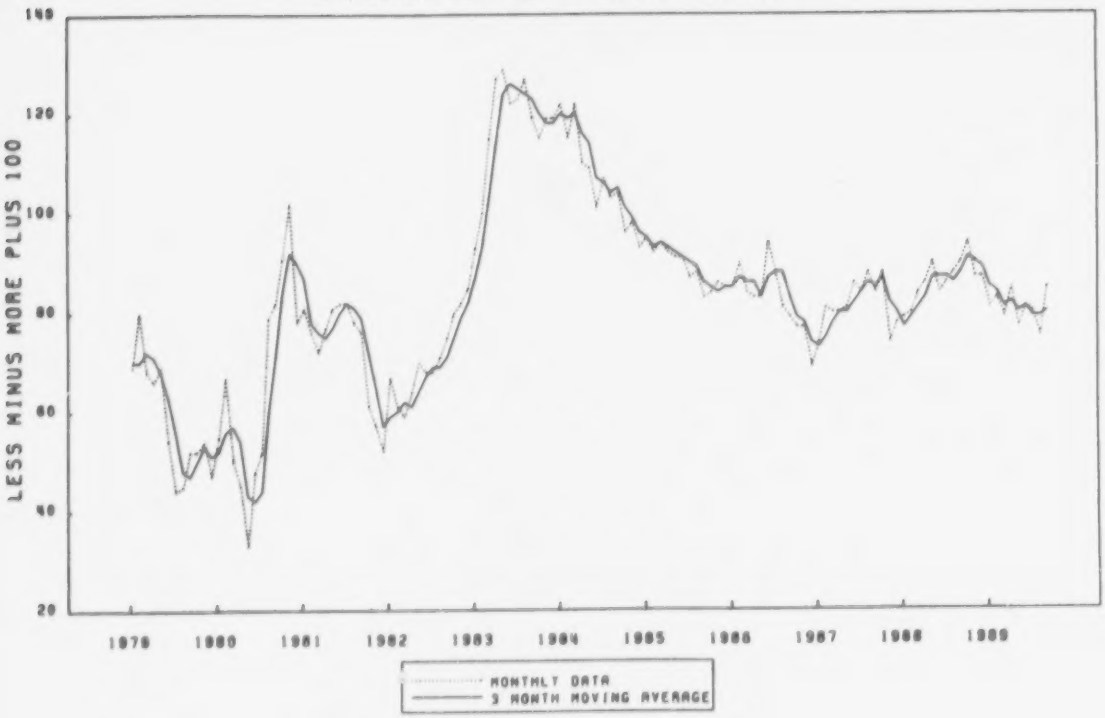


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

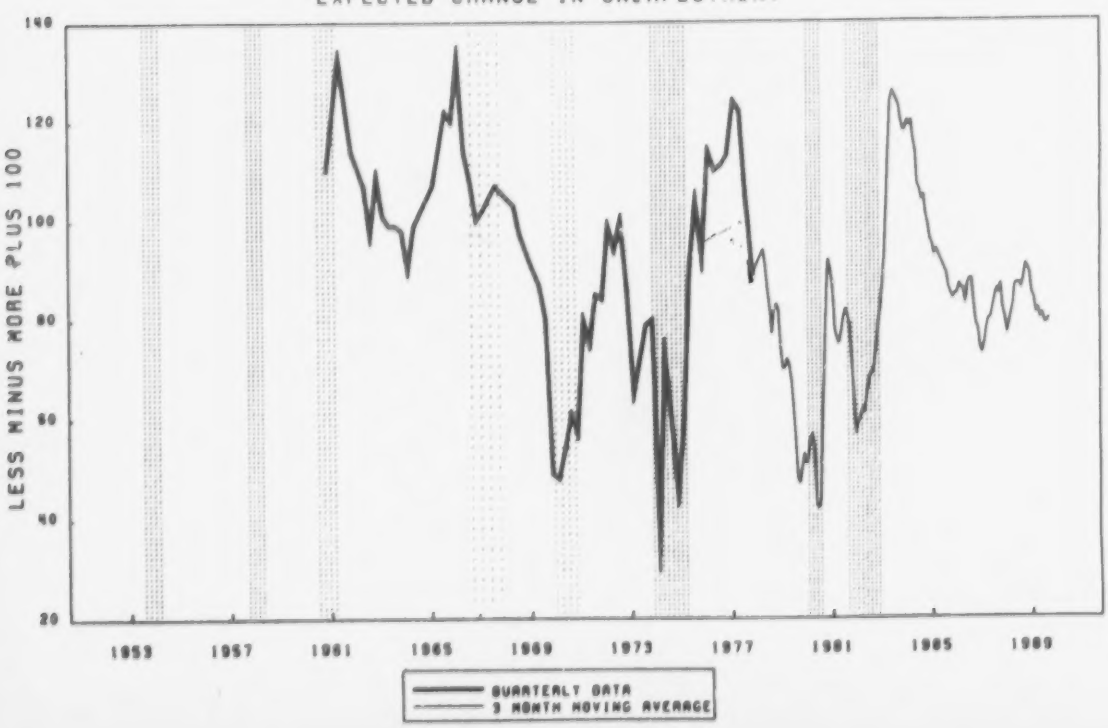


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
LESS	17%	16%	14%	15%	15%	13%	12%	14%	12%	10%	11%	10%	11%
SAME	52	60	57	55	50	55	53	55	52	59	57	54	61
MORE	27	22	27	28	34	30	33	29	35	29	31	35	26
DK,NA	4	2	2	2	1	2	2	2	1	2	1	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

CHART 18 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

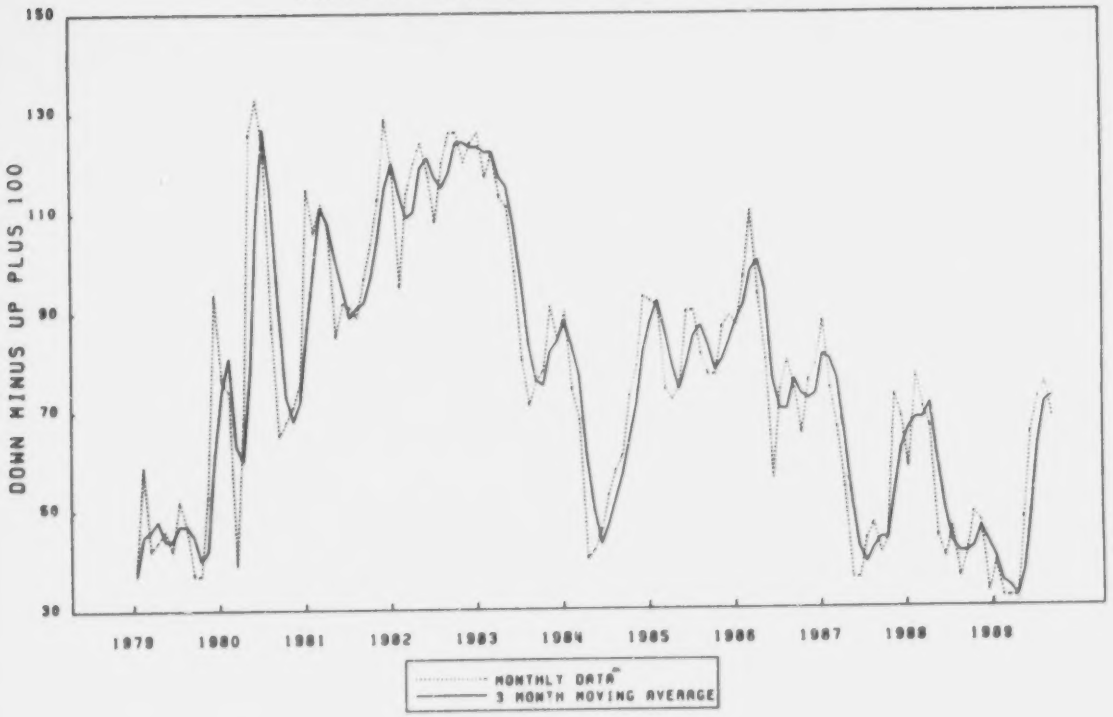


CHART 18 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

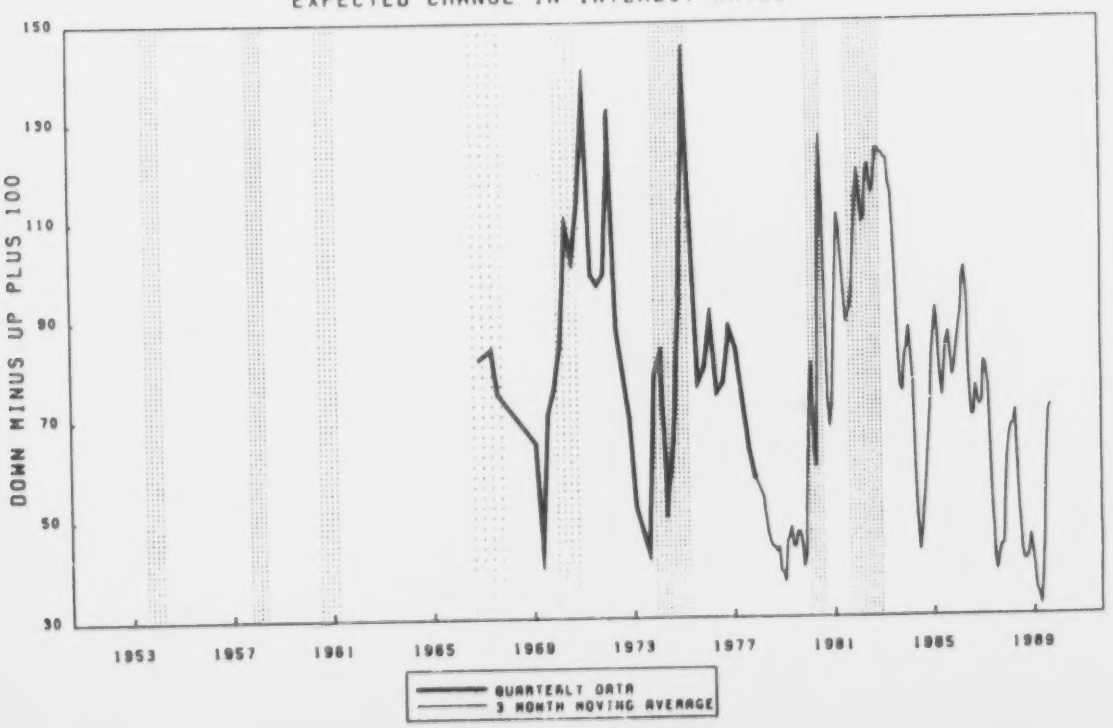


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
GO UP	67%	62%	62%	74%	68%	75%	73%	75%	64%	54%	51%	49%	50%
STAY THE SAME	21	24	27	16	23	16	20	17	20	24	25	24	30
GO DOWN	8	11	9	7	7	7	5	7	12	19	23	24	18
DK,NA	4	3	2	3	2	2	2	1	4	3	1	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

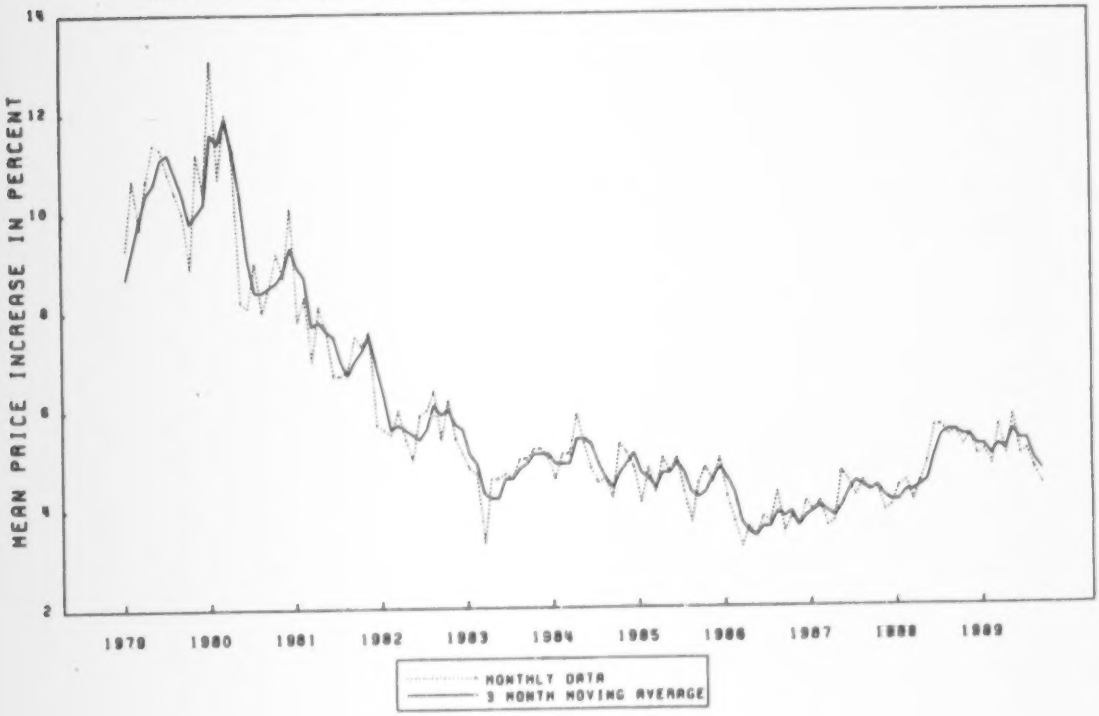


CHART 19 - HISTORICAL SERIES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

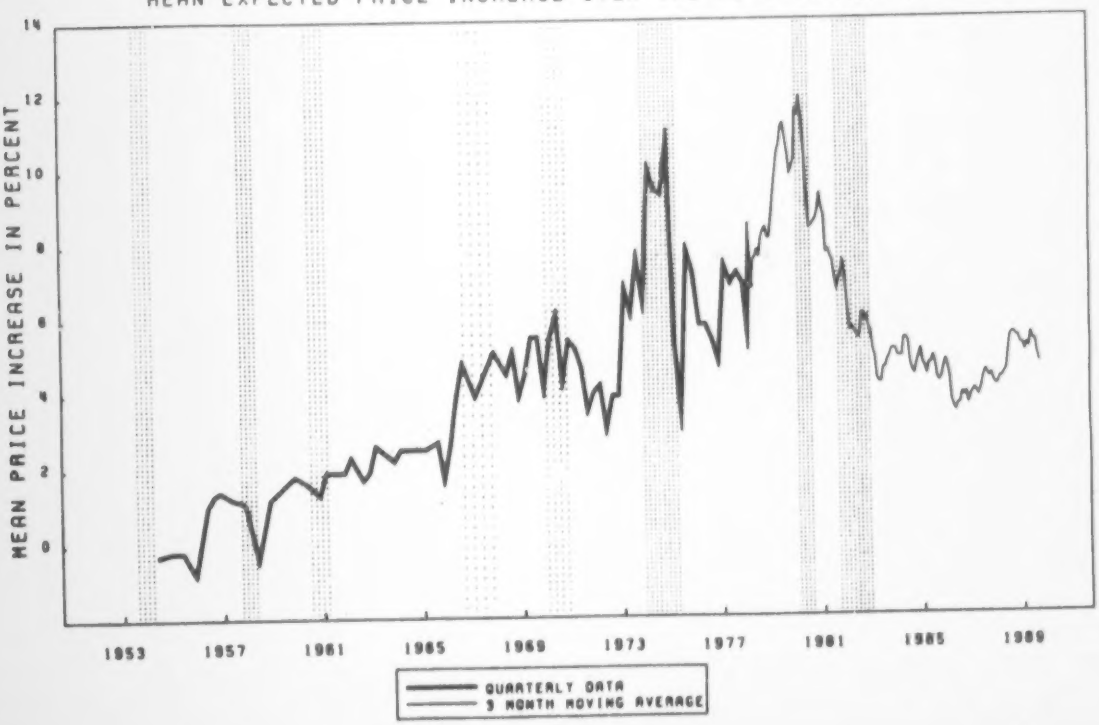


TABLE 19

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
SAME OR DOWN	8%	9%	11%	10%	10%	11%	12%	8%	10%	10%	10%	13%	13%
WILL GO UP BY:													
1-2%	16	20	15	16	20	15	18	17	16	18	18	18	21
3-4%	25	21	28	26	23	24	23	23	19	24	21	23	24
5%	21	20	18	20	19	22	17	21	23	19	22	21	21
6-9%	10	8	8	8	9	10	9	10	9	9	9	6	6
10-14%	7	9	9	11	7	8	9	10	11	10	8	9	6
15% or more	6	5	5	4	6	4	7	5	7	5	5	3	3
DK how much up	6	6	5	4	5	5	4	6	4	5	6	6	5
DK,NA	1	2	1	1	1	1	1	*	1	*	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	5.5	5.2	5.4	5.0	5.1	4.8	5.6	5.0	5.8	5.0	5.1	4.7	4.4
VARIANCE	52	40	55	32	41	29	64	24	49	34	39	42	32
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

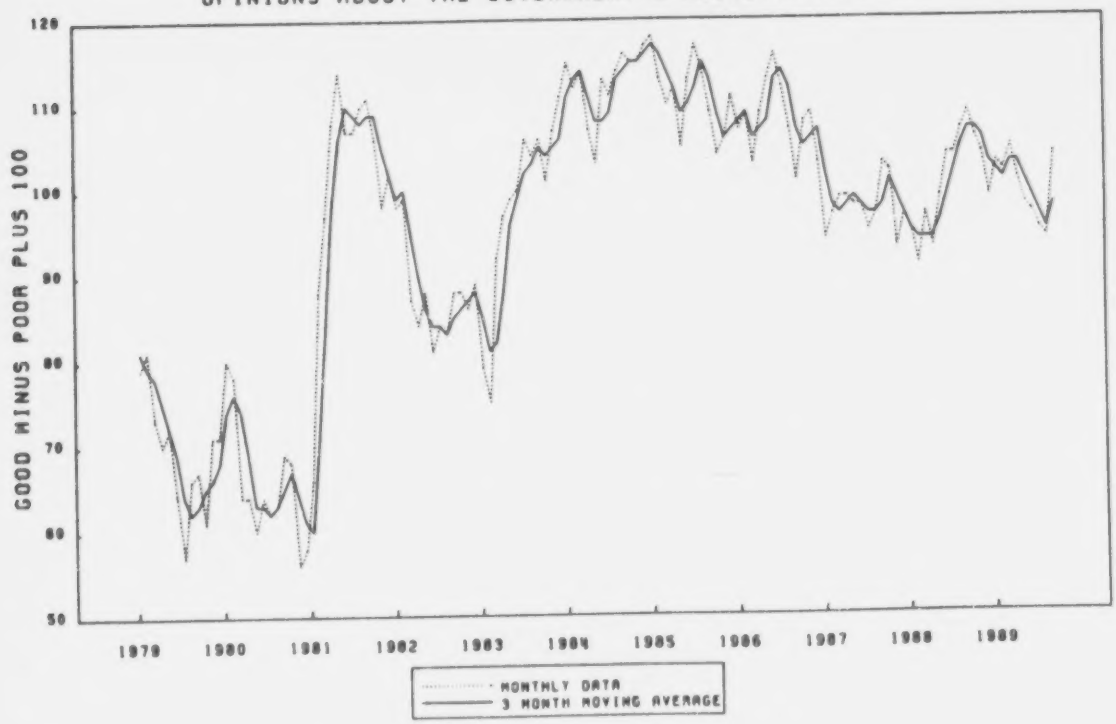


CHART 20 - HISTORICAL SERIES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

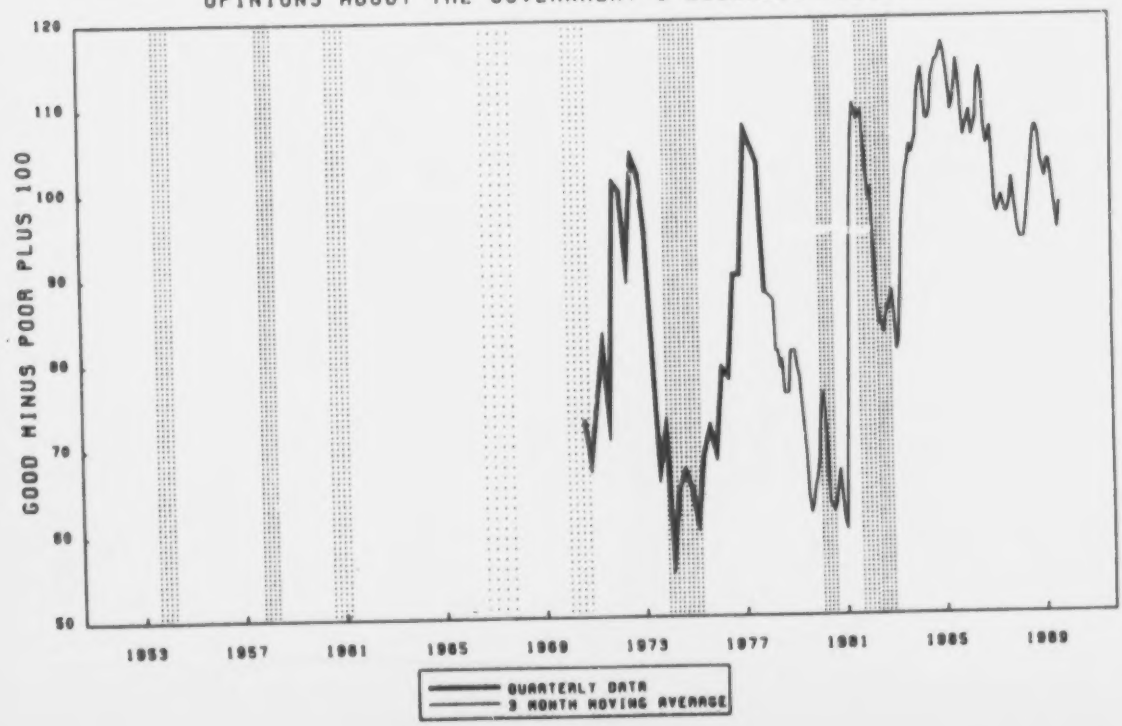


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
A GOOD JOB	29%	26%	27%	20%	27%	23%	25%	19%	19%	20%	18%	18%	21%
ONLY FAIR	49	51	49	57	48	51	52	59	57	55	56	56	60
A POOR JOB	20	20	23	21	24	21	20	18	21	23	23	24	17
DK,NA	2	3	1	2	1	5	3	4	3	2	3	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

CHART 21 - RECENT CHANGES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

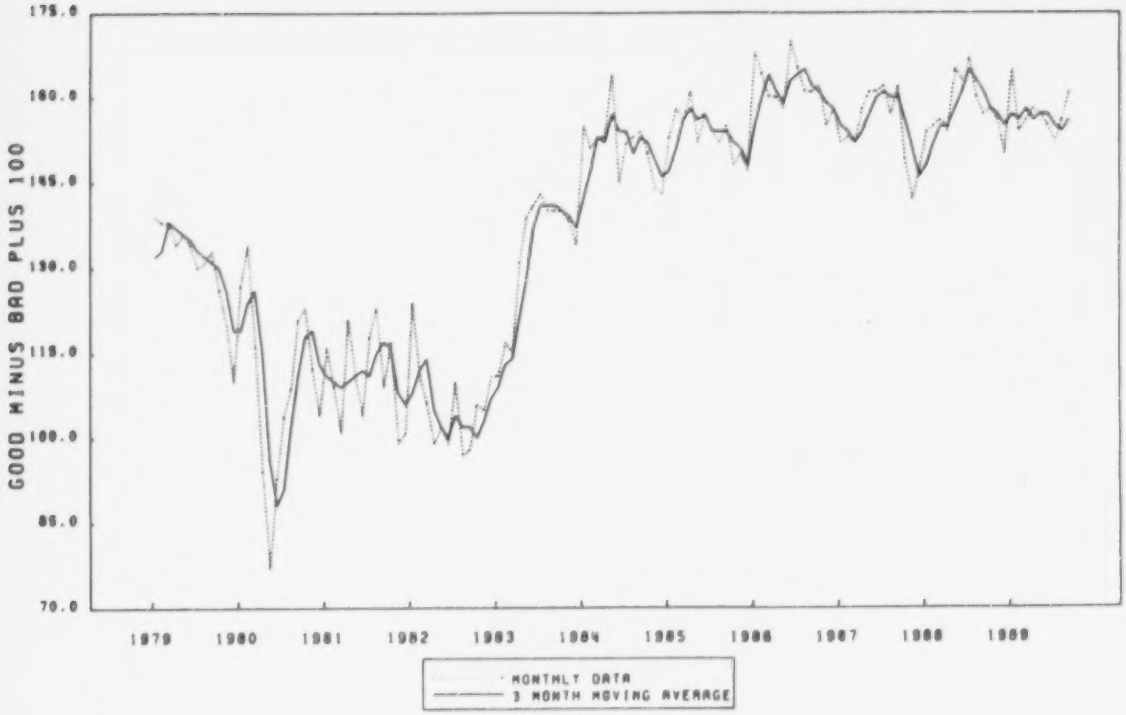


CHART 21 - HISTORICAL SERIES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

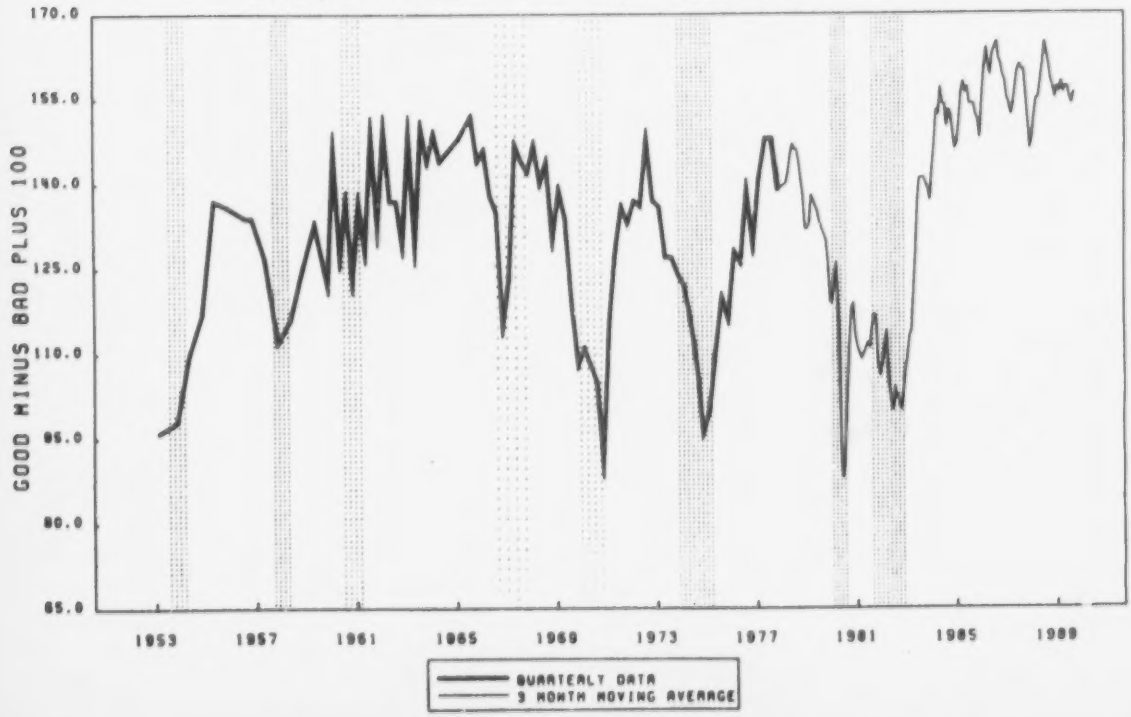


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
GOOD TIME TO BUY	71%	73%	73%	70%	78%	71%	72%	75%	73%	71%	71%	73%	75%
UNCERTAIN, DEPENDS	15	12	10	10	9	12	12	8	11	13	10	10	11
BAD TIME TO BUY	14	15	17	20	13	17	16	17	16	16	19	17	14
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

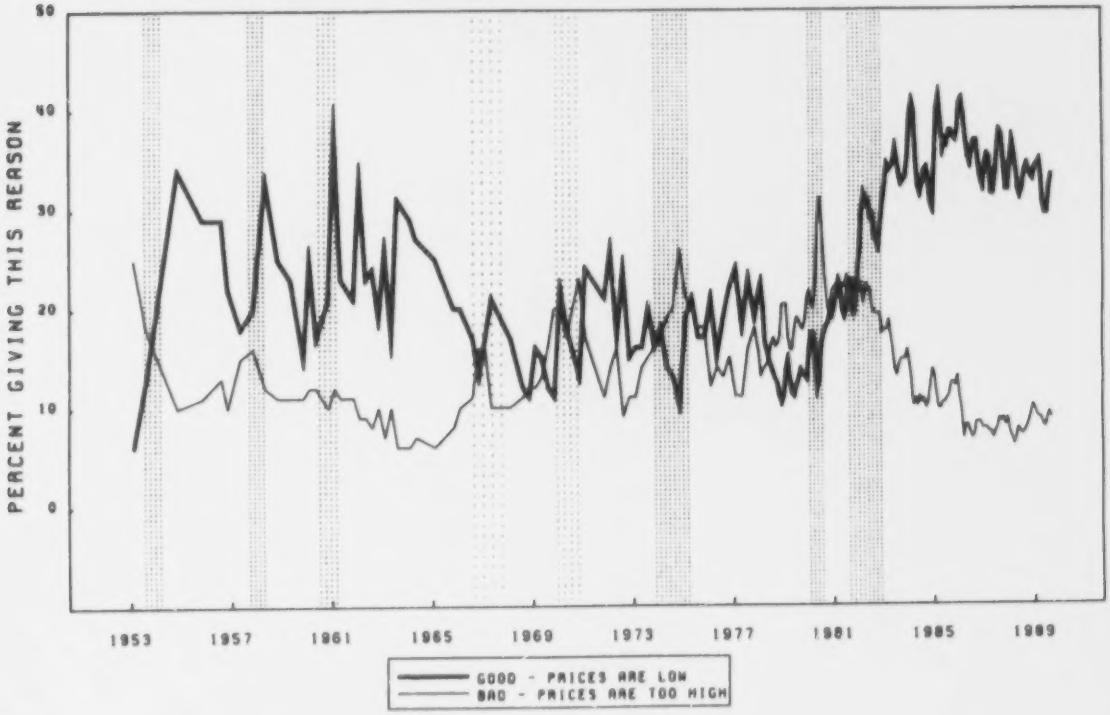


CHART 22B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

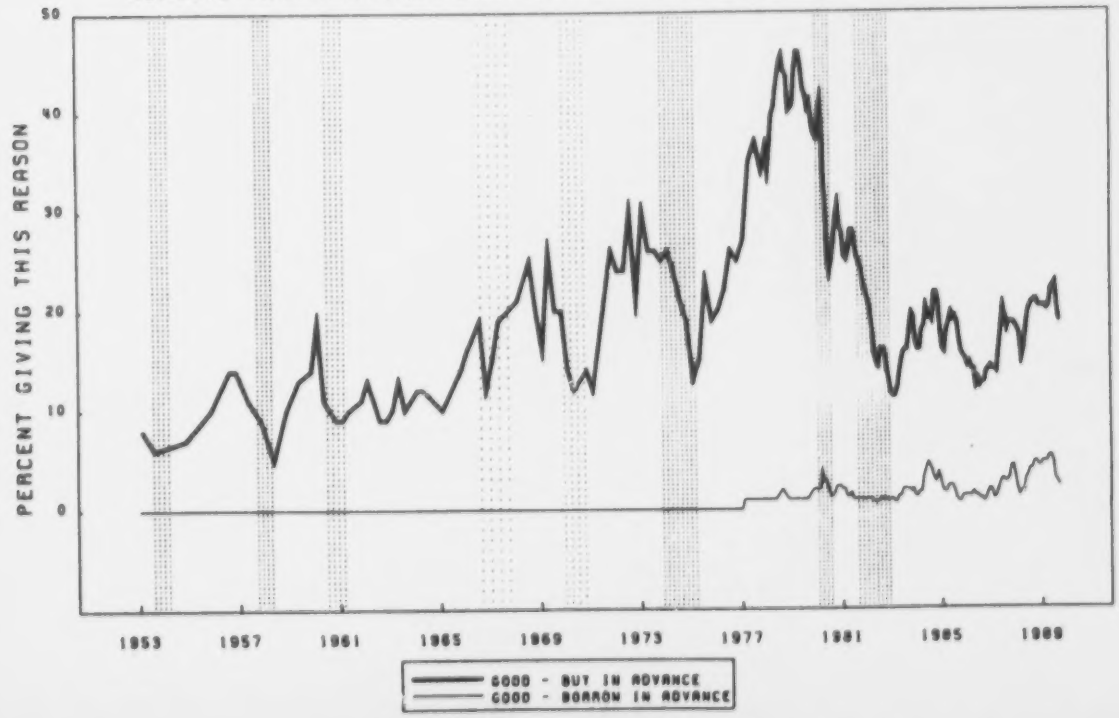


TABLE 22

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
GOOD TIME TO BUY:													
Prices are low; good buys available	33%	32%	34%	32%	36%	35%	33%	31%	27%	30%	31%	35%	34%
Prices won't come down; are going higher	21	21	19	21	21	19	20	22	24	21	23	16	17
Interest rates are low	7	7	8	4	5	4	6	4	5	5	7	7	7
Borrow-in-advance of rising interest rates	5	4	4	5	5	4	5	7	4	3	2	3	2
Times are good; prosperity	5	8	5	7	7	9	7	8	6	6	5	2	8
BAD TIME TO BUY:													
Prices are high	8	8	11	11	7	9	10	7	7	9	10	9	7
Interest rates are high; credit is tight	3	4	3	5	2	5	5	8	5	6	4	4	2
Times are bad; can't afford to buy	2	4	3	3	4	5	4	4	4	3	3	2	4
Bad times ahead; uncertain future	3	2	1	3	3	3	1	2	3	3	3	3	2

Responses to the query: "Why do you say so?" following the question on Table 21.
+ : May add to more than 100% due to multiple mentions.

CHART 22C - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

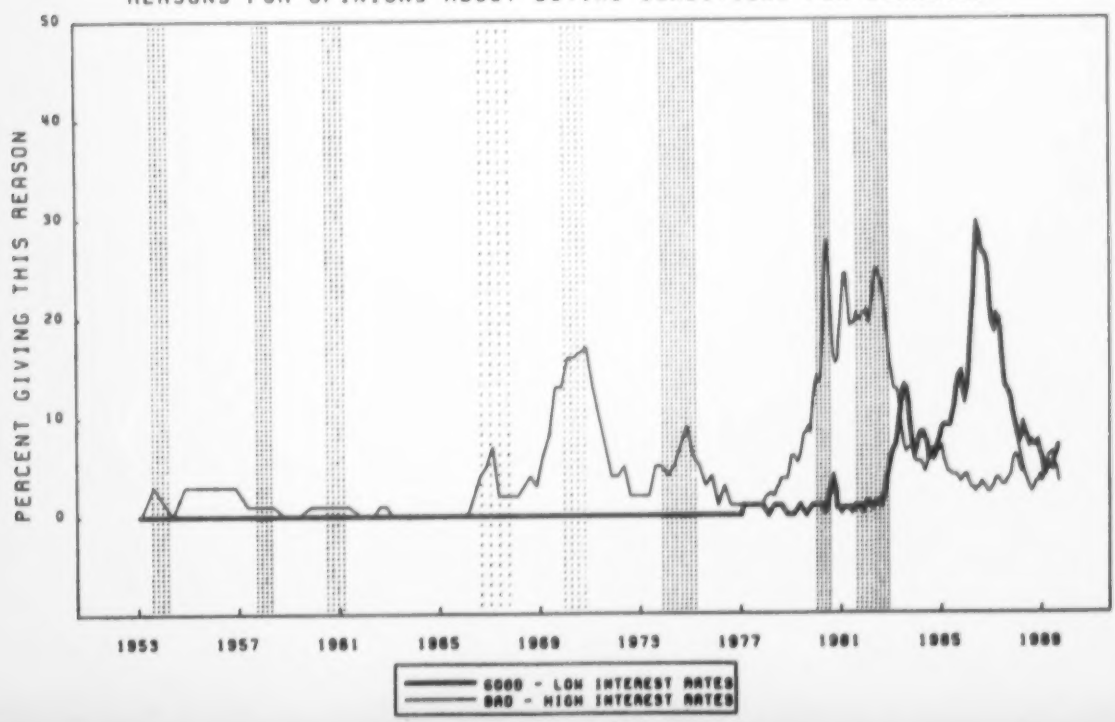


CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

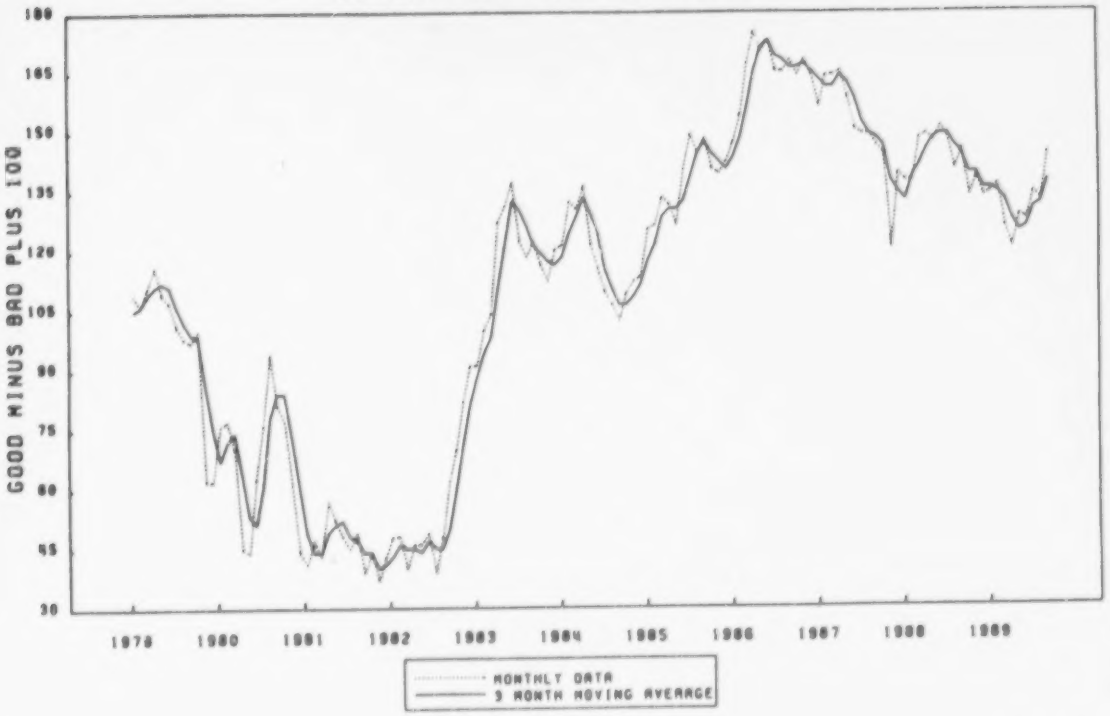


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

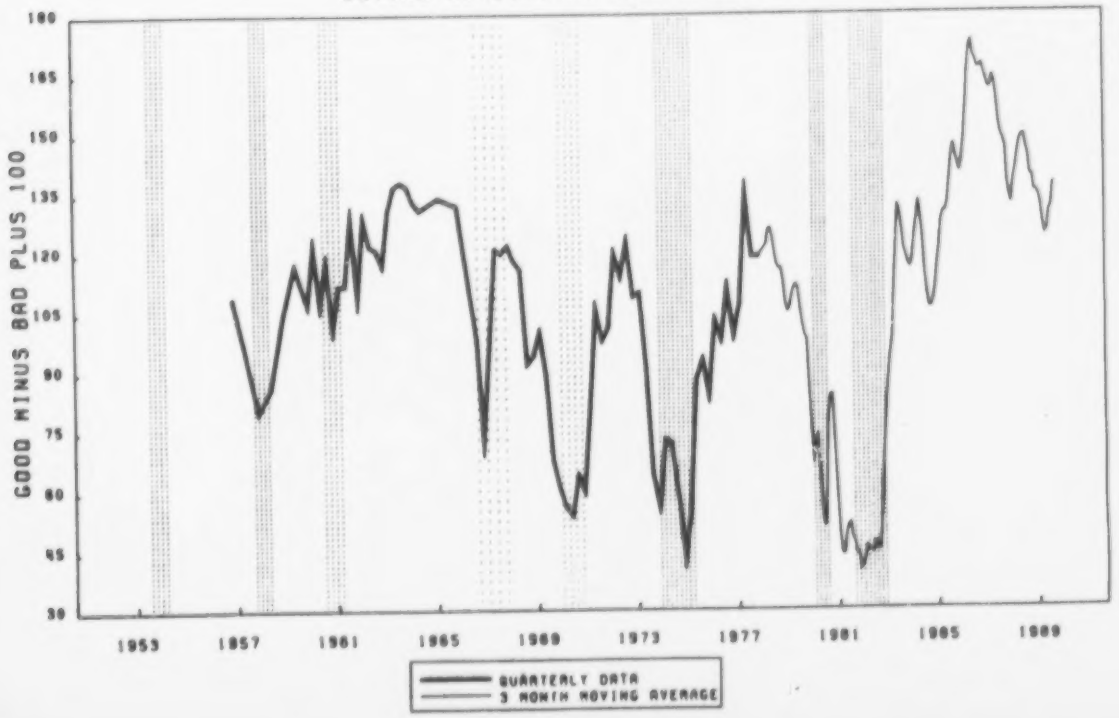


TABLE 23

BUYING CONDITIONS FOR HOUSES

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
GOOD TIME TO BUY	70%	64%	67%	63%	64%	64%	60%	58%	61%	61%	64%	64%	70%
UNCERTAIN, DEPENDS	5	5	4	7	6	8	5	4	6	5	6	4	4
BAD TIME TO BUY	25	31	29	30	30	28	35	38	33	34	30	32	26
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

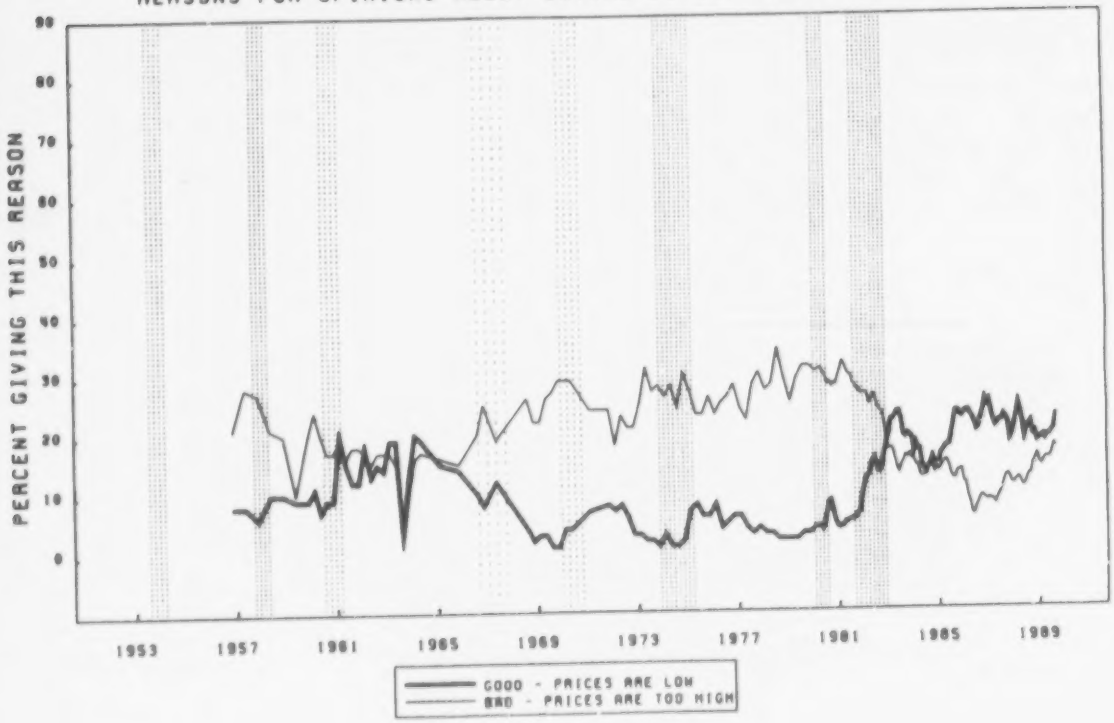


CHART 24B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

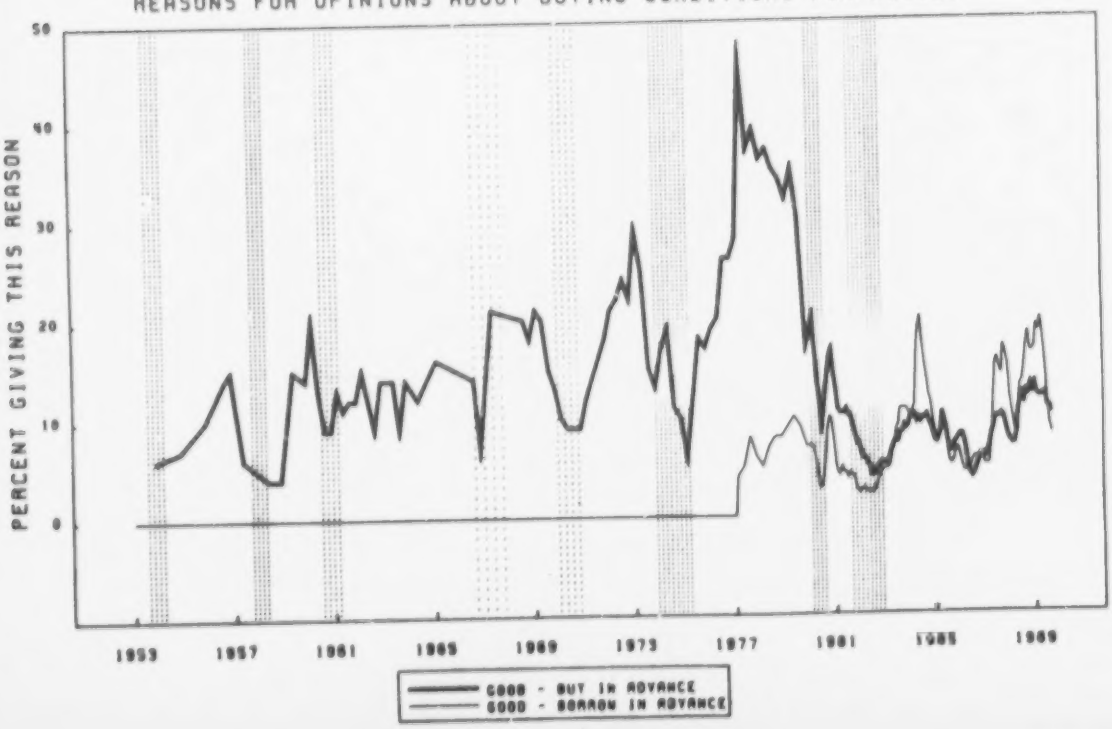


TABLE 24

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
GOOD TIME TO BUY:													
Prices are low; good buys available	21%	18%	19%	16%	19%	20%	17%	17%	22%	17%	19%	23%	25%
Prices won't come down; are going higher	15	11	13	13	13	10	12	13	11	12	9	11	10
Interest rates are low	22	25	33	19	22	20	17	16	16	22	27	28	36
Borrow-in-advance of rising interest rates	21	15	13	21	16	20	19	20	15	11	8	8	8
Good investment	9	9	10	8	7	7	9	6	8	9	8	6	7
Times are good; prosperity	4	4	3	3	4	5	2	4	4	3	5	3	4
BAD TIME TO BUY:													
Prices are high	11	18	15	14	14	13	16	16	13	16	18	18	14
Interest rates are high; credit is tight	14	16	12	18	16	12	24	28	25	23	15	15	14
Times are bad; can't afford to buy	4	5	6	3	5	6	7	7	6	5	6	6	6
Bad times ahead; uncertain future	2	3	3	5	4	3	3	4	3	2	2	2	2

Responses to the query: "Why do you say so?" following the question on Table 23.
+ : May add to more than 100% due to multiple mentions.

CHART 24C - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

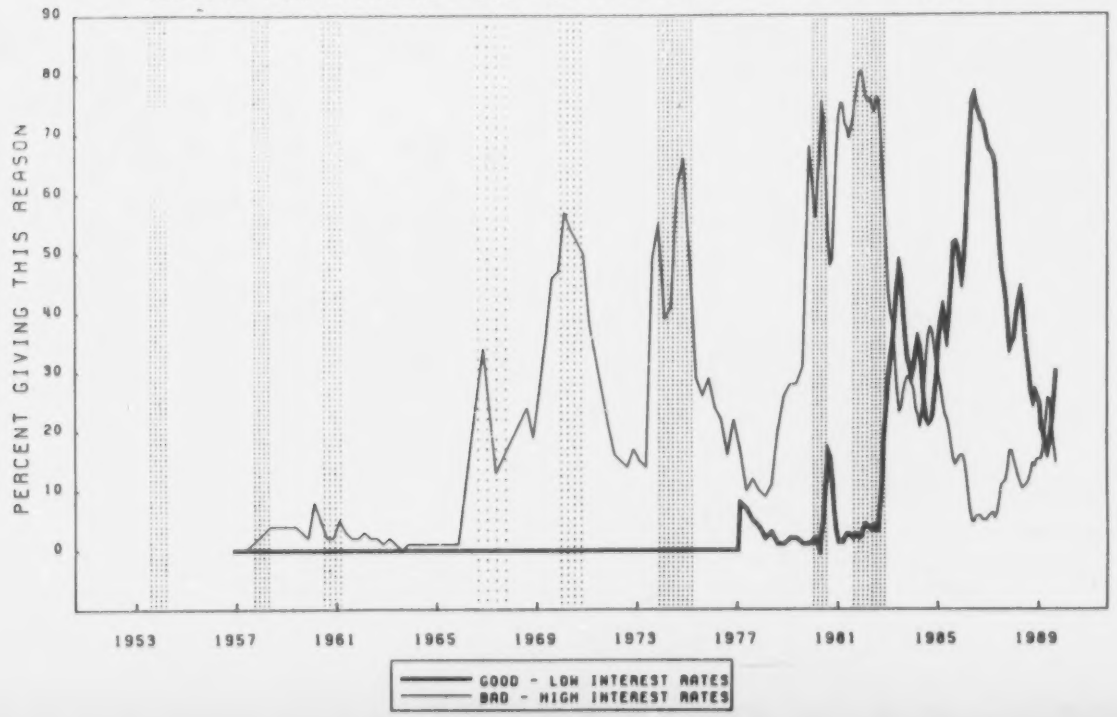


CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

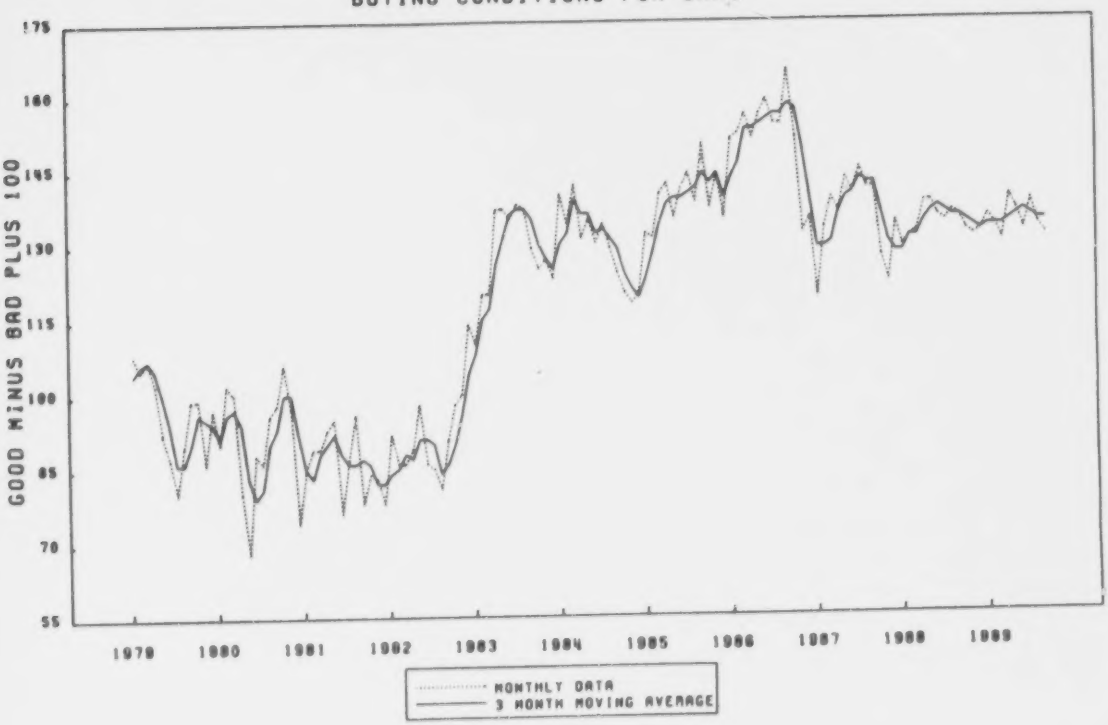


CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

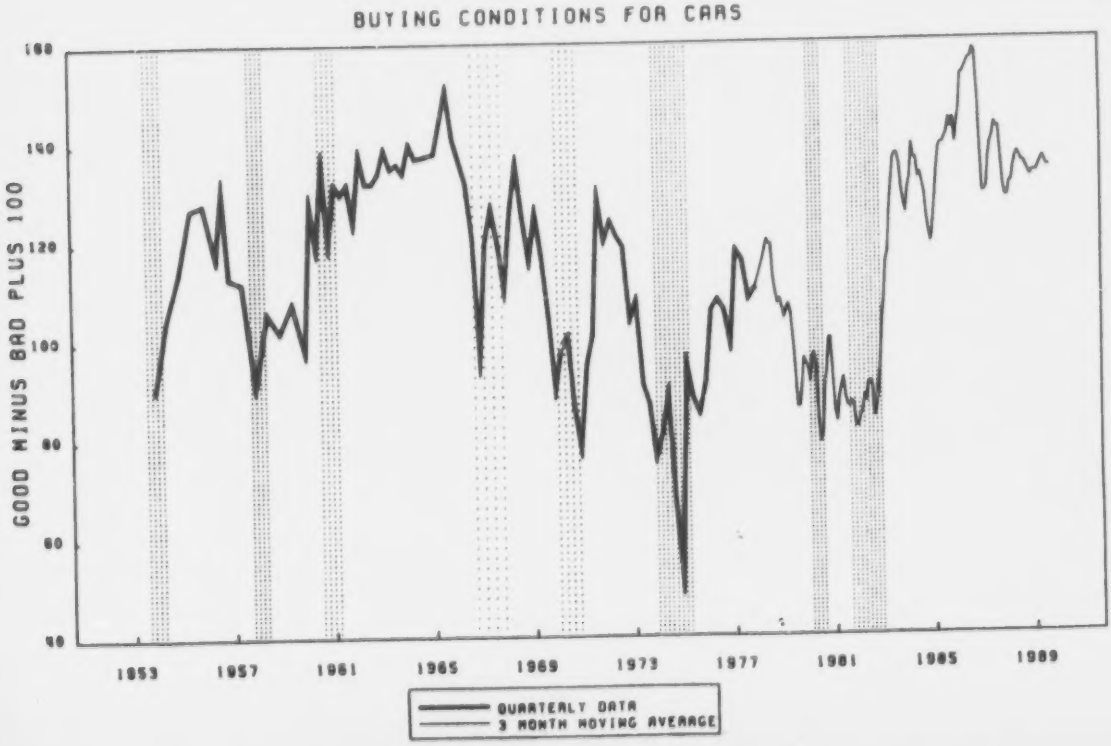


TABLE 25

BUYING CONDITIONS FOR CARS

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
GOOD TIME TO BUY	61%	60%	61%	61%	62%	61%	61%	65%	63%	61%	64%	61%	61%
UNCERTAIN; DEPENDS	13	12	9	10	11	11	8	9	10	10	10	11	9
BAD TIME TO BUY	26	28	30	29	27	28	31	26	27	29	26	28	30
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	501	508	500	501	500	502	500	503	507	501	502	506

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

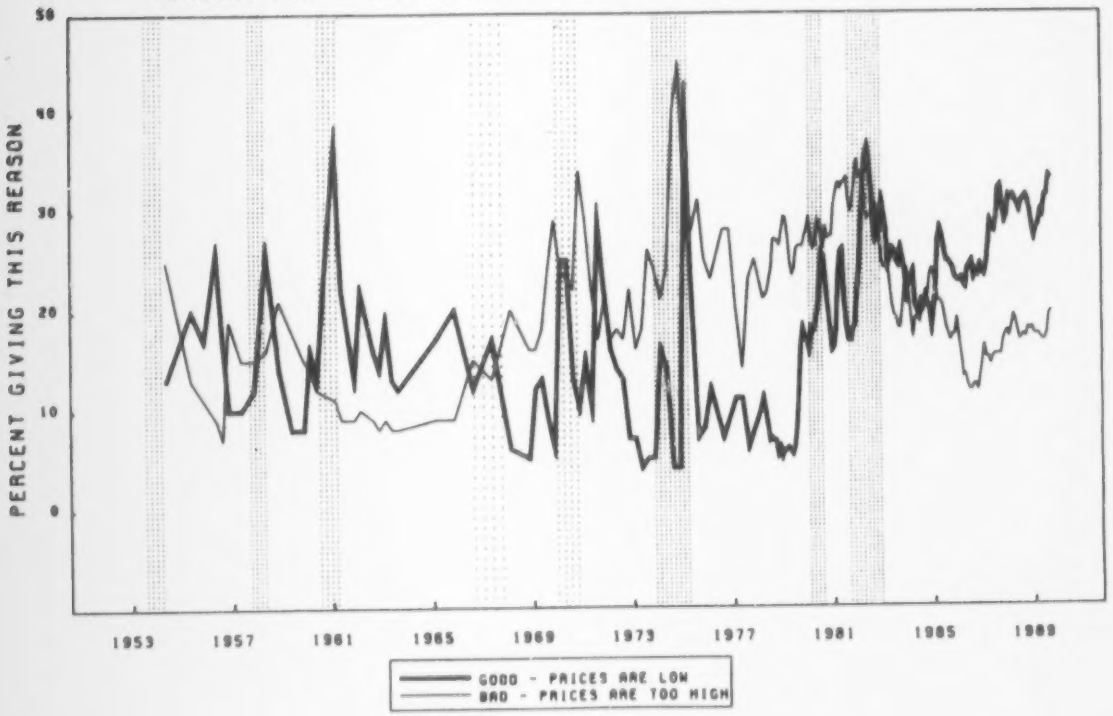


CHART 26B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

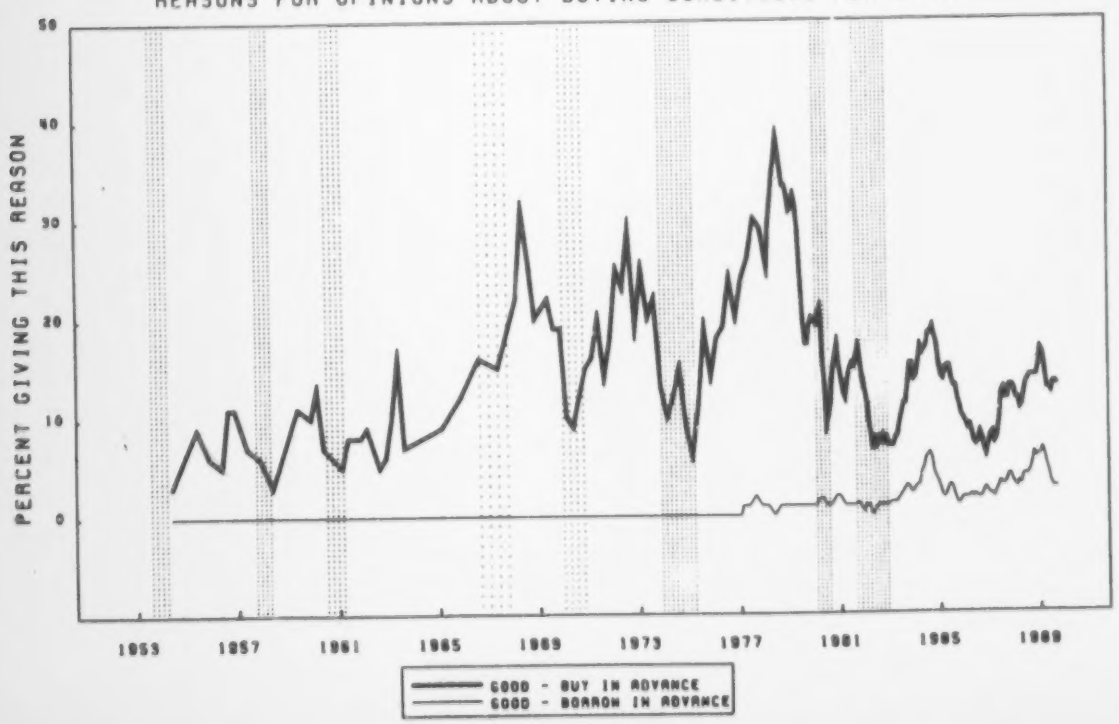


TABLE 26

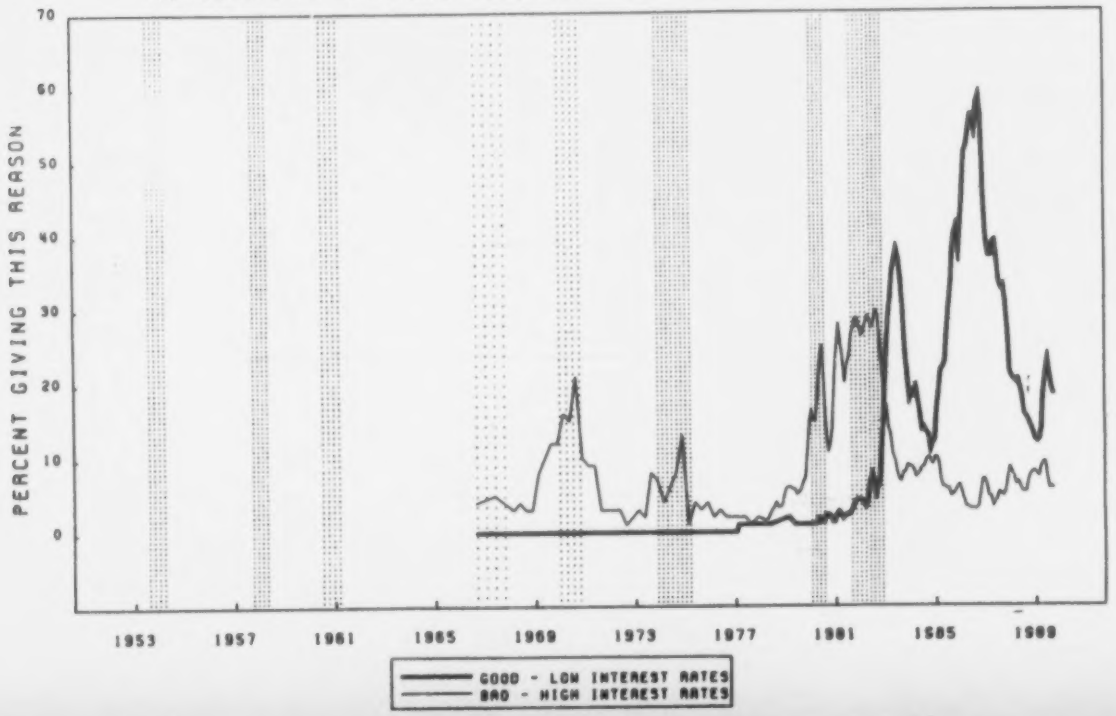
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Sept 1988	Oct. 1988	Nov. 1988	Dec. 1988	Jan. 1989	Feb. 1989	Mar. 1989	Apr. 1989	May 1989	June 1989	July 1989	Aug. 1989	Sept 1989
GOOD TIME TO BUY:													
Prices are low; good buys available	31%	31%	27%	26%	28%	30%	27%	32%	29%	33%	32%	35%	32%
Prices won't come down; are going higher	14	13	15	17	18	14	12	12	14	11	15	14	10
Interest rates are low	14	12	14	11	11	15	15	25	23	21	19	18	18
Borrow-in-advance of rising interest rates	6	7	4	7	7	6	5	4	4	2	2	4	2
Times are good; prosperity	4	4	4	4	5	4	3	3	3	2	3	2	4
BAD TIME TO BUY:													
Prices are high	17	19	17	18	17	17	18	16	16	18	18	22	19
Interest rates are high; credit is tight	9	8	7	9	7	6	13	9	6	7	4	7	6
Times are bad; can't afford to buy	2	3	2	4	2	4	2	3	4	3	2	2	5
Bad times ahead; uncertain future	2	1	2	3	1	1	2	3	2	1	1	2	1
Poor selection; quality	3	5	3	2	4	3	3	2	3	2	3	2	3

Responses to the query: "Why do you say so?" following the question on Table 25.
+ : May add to more than 100% due to multiple mentions.

CHART 26C - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS



EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

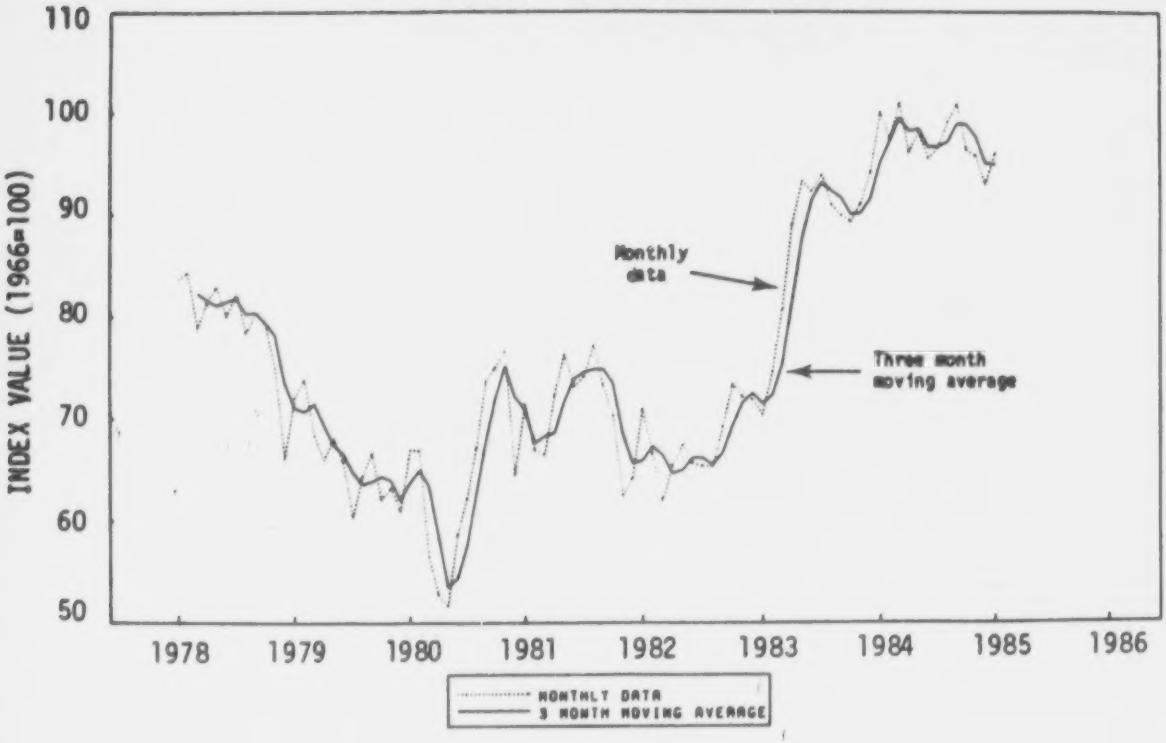
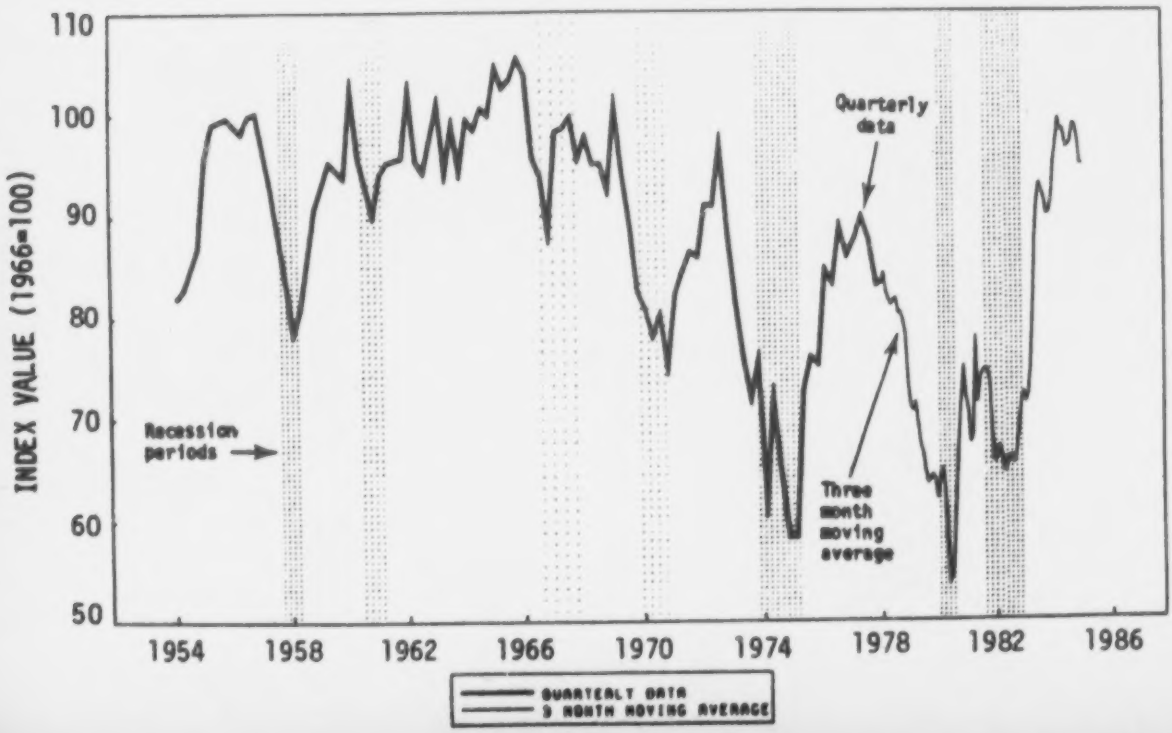


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHARTS

DATA POINTS

QUARTERLY DATA: Data collected by surveys conducted at three month intervals before 1978.

MONTHLY DATA: Data collected by surveys conducted each month since January of 1978.

THREE-MONTH MOVING AVERAGE: Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE

Each tic mark on the time scale represents the month of January for the indicated year.

RECESSION PERIODS

November	1948 - October	1949
July	1953 - May	1954
August	1957 - April	1958
April	1960 - February	1961
June	1966 - November	1967*
December	1969 - November	1970
November	1973 - March	1975
January	1980 - July	1980
July	1981 - November	1982

Recession dates are determined by the National Bureau of Economic Research.

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE
(Sampling Error Allowance in Percentage Points[1])

For Estimated Percentage Near	Number of Interviews											
	100	200	300	400	500	750	1000	1250	1500	2000	2500	3000
1% or 99%	2.2	1.6	1.3	1.1	1.0	0.8	0.7	0.6	0.6	0.5	0.4	0.4
5% or 95%	4.9	3.5	2.8	2.4	2.2	1.8	1.5	1.4	1.3	1.1	1.0	0.9
10% or 90%	6.7	4.8	3.9	3.4	3.0	2.4	2.1	1.9	1.7	1.5	1.3	1.2
20% or 80%	9.0	6.3	5.2	4.5	4.0	3.3	2.8	2.5	2.3	2.0	1.8	1.6
30% or 70%	10.3	7.3	5.9	5.1	4.6	3.7	3.2	2.9	2.6	2.3	2.0	1.9
40% or 60%	11.0	7.8	6.3	5.5	4.9	4.0	3.5	3.1	2.8	2.4	2.2	2.0
50%	11.2	7.9	6.5	5.6	5.0	4.1	3.5	3.2	2.9	2.5	2.2	2.0

[1]The figures in this table represent two standard errors. Hence, the chances are 95 in 100 that the true percentage lies within a range equal to the observed percentage, plus or minus the sampling error.